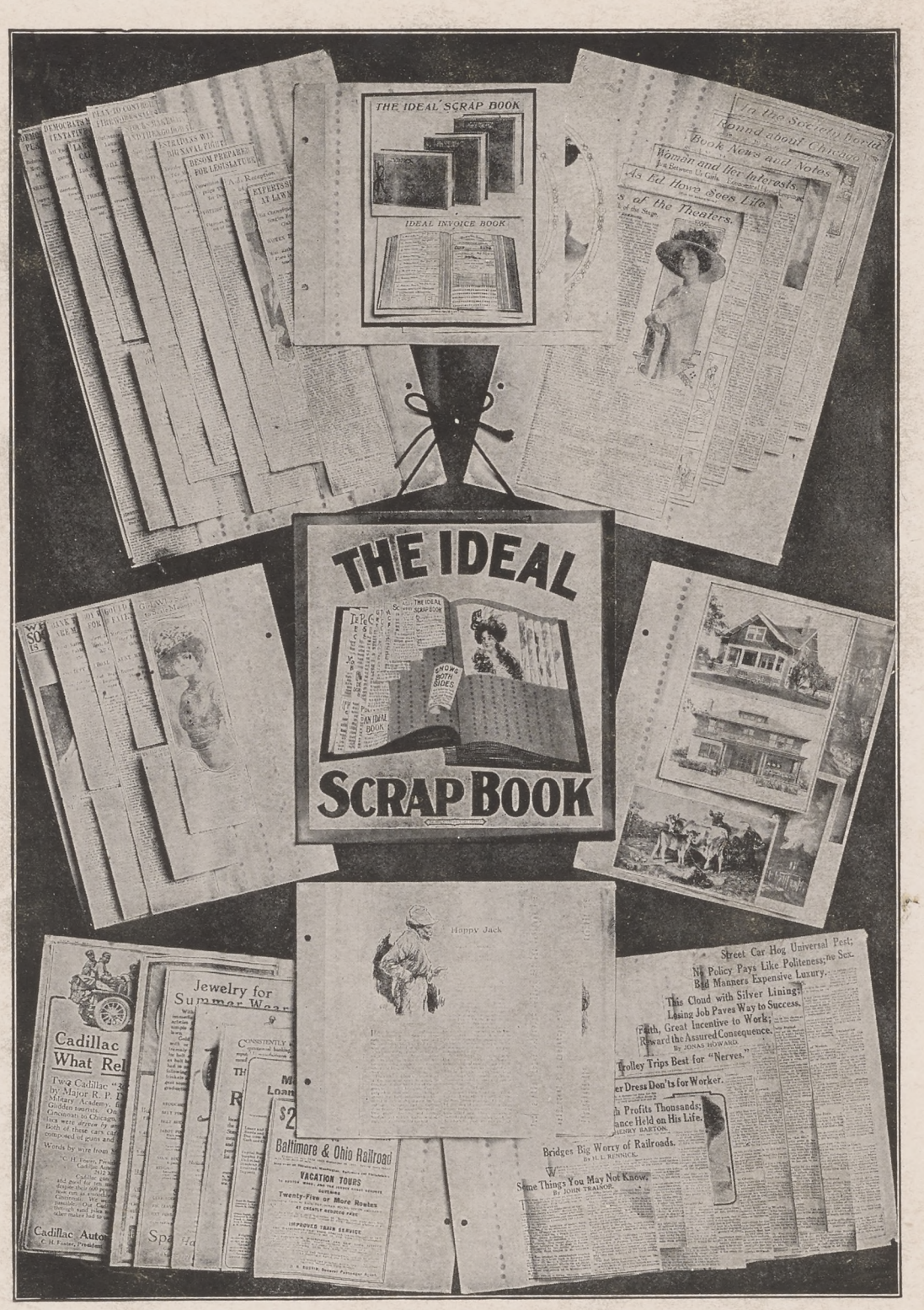
THE IDEAL SCRAP BOOK

ADVERTISING ONLY



THE IDEAL SCRAP BOOK

Patented

Reproductions of the leaves of the Ideal Scrap Book giving suggestions for putting on clippings and pictures.

DIRECTIONS

Moisten the dotted line sufficiently to soften the gum, using a piece of cloth or brush, and moisten only so much of the line as is required.

Press the clipping down firmly by the edge, working from left to right. The first row of clippings on the right hand page should be folded back to make room for the second row, and so on across the page.

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To Palos Verdes Underwriters

Los Angeles, Cal., February 5, 1923.

Mr. E. G. Lewis,
Los Angeles, Cal.
Dear Sir:

You now hold an option expiring March 1, 1923, to purchase for $5,000,000.00 cash the Palos Verdes Rancho containing 16,004 acres, more or less. At this date this option exists without changes or modifications as to the terms of purchase. If you make the payment of $5,000,000.00 cash on or before March 1, you can acquire the property as provided in this option.

Without abrogating your opportunity to purchase the entire property at any time on or before March 1, in accordance with the terms of this option of June 28, 1922, I am now authorized by Mr. F. A. Vanderlip on behalf of the Palos Verdes Syndicate, to make you a further offer. This supplements and is in addition to your existing option.

If a sufficient number of the subscribers to the Palos Verdes Project representing the payors of a sufficiently large portion of the funds already paid into the Title Insurance and Trust Company sign an effective order on the Title Insurance and Trust Company directing them to pay the money subject to their order to Commonwealth Trust Company, and if these subscribers sign a document by which they effectively re-subscribe to the Project and re-adopt the Trust Indenture of Dec. 12, 1921, together with certain amendments proposed which will make this indenture effective under the new arrangement, the sellers of the Palos Verdes Rancho will make the following agreement:

1st: They will sell you at any time between now and March 1, 5000 acres, more or less, of the Palos Verdes Rancho at $312.50 an acre. This 5000 acres to comprise in general all that section of the property covered by the plot maps at present prepared by Olmsted Brothers covering certain sites on the Redondo end of the property.

2nd: The sellers will execute an option, subsequently to be drawn, under the terms of which you will be permitted to purchase the remainder of the ranch at a price of $312.50 an acre or for such amount that the total purchase price of the property would equal $5,000,000.00 at any time within one year from March 1, 1923.

3rd: The sellers will participate with you in exploration work for oil on the property not covered by the 5000 acres, more or less, which you may purchase outright. They will share with you equally the expenses of such exploration and development of the oil resources, if any, and will share equally the net proceeds arising from any oil development. The sellers retain, whether or not you exercise your option to purchase the remainder of the ranch within one year from March 1st, this one-half interest in the oil resources. If your option to purchase this remainder is not exercised within the year your interest automatically ceases.

4th: The sellers will agree to grant to you rights-of-way, easements of water and sewer mains, necessary entrances and exits, and to allocate, assign and transfer to you water rights proportionate to the areas of land purchased by you, these provisions to be drawn in legal form.

Yours very truly,
THE PALOS VERDES SYNDICATE,
By Jay Lawyer.

Announcement

The Commonwealth Trust Company, newly organized in Los Angeles, has com-

As soon as a sufficient number of ratifications are in hand (and there are some thousands already on file) the Com-

To Palos Verdes
Underwriters

Space 4 Col 16"

Sunday Feb 11, 1923

L A Examiner
L A Times

D

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F

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Announcement

The Commonwealth Trust Company, newly organized in Los Angeles, has complied with the laws of California, made adequate depostis with the State Banking Department as a guarantee of faithful handling of trusts and is now in business.

It is officered by experienced business men and bankers. It is a responsible, adequately financed institution, directed by strong, successful Los Angeles and New York men.

The temporary offices are in the Title Insurance Building, Fifth and Spring Streets, Los Angeles.

The Commonwealth Trust Company will receive ratifications of Palos Verdes subscribers which authorize it to accept and administer the trust according to the terms of the Trust Indenture and amendments.

As soon as a sufficient number of ratifications are in hand (and there are some thousands already on file) the Commonwealth Trust Company will proceed to take title for the underwriters to the Estates, in accordance with the offer of the Vanderlip Syndicate, published above.

This action will be taken promptly. There will be no delays.

The Vanderlip Syndicate is ready and waiting to close the transaction.

The Commonwealth Trust Company will move speedily for the underwriters.

It is probable that enough ratification signatures will be on record within a few days to warrant taking title to the first section of some 5000 or more acres.

It is desired to express deepest appreciation to the thousands of undewriting subscribers for their fine co-operation and prompt action in support of this project.

PALOS VERDES ESTATES

E. G. LEWIS, *Founder*

To Palos Verdes
Underwriters

Space 4 Col 16"

Sunday Feb 11, 1923

L A Examiner
L A Times

The Commonwealth Trust Co announces etc.

Space 3 Col 10"

Sunday Feb. 25, 1923

L A Examiner
L A Times

THE Commonwealth Trust Company announces the opening of offices on the Fifth Floor of the Lane Mortgage Building at Eighth and Spring Streets.

It is the purpose of the Commonwealth Trust Company to engage in a general trust business, accepting and administering such obligations as it may properly assume.

The Commonwealth Trust Company has accepted the Palos Verdes Trust and is prepared to proceed with same according to the terms of the Trust Indenture and Amendments as agreed upon by the subscribers.

Underwriters of the Palos Verdes Project are advised that all future payments on Palos Verdes Notes should be made to the Commonwealth Trust Company. Temporary offices are being maintained on the Sixth Floor of the Lane Mortgage Building while the Fifth Floor is being prepared for occupancy.

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Donald K. Lawyer, *Assistant Secretary*
E. W. Harden, *Vice President*
Clarence A. Barker, *Vice President*
Harry Lee Martin,
George A. Rogers

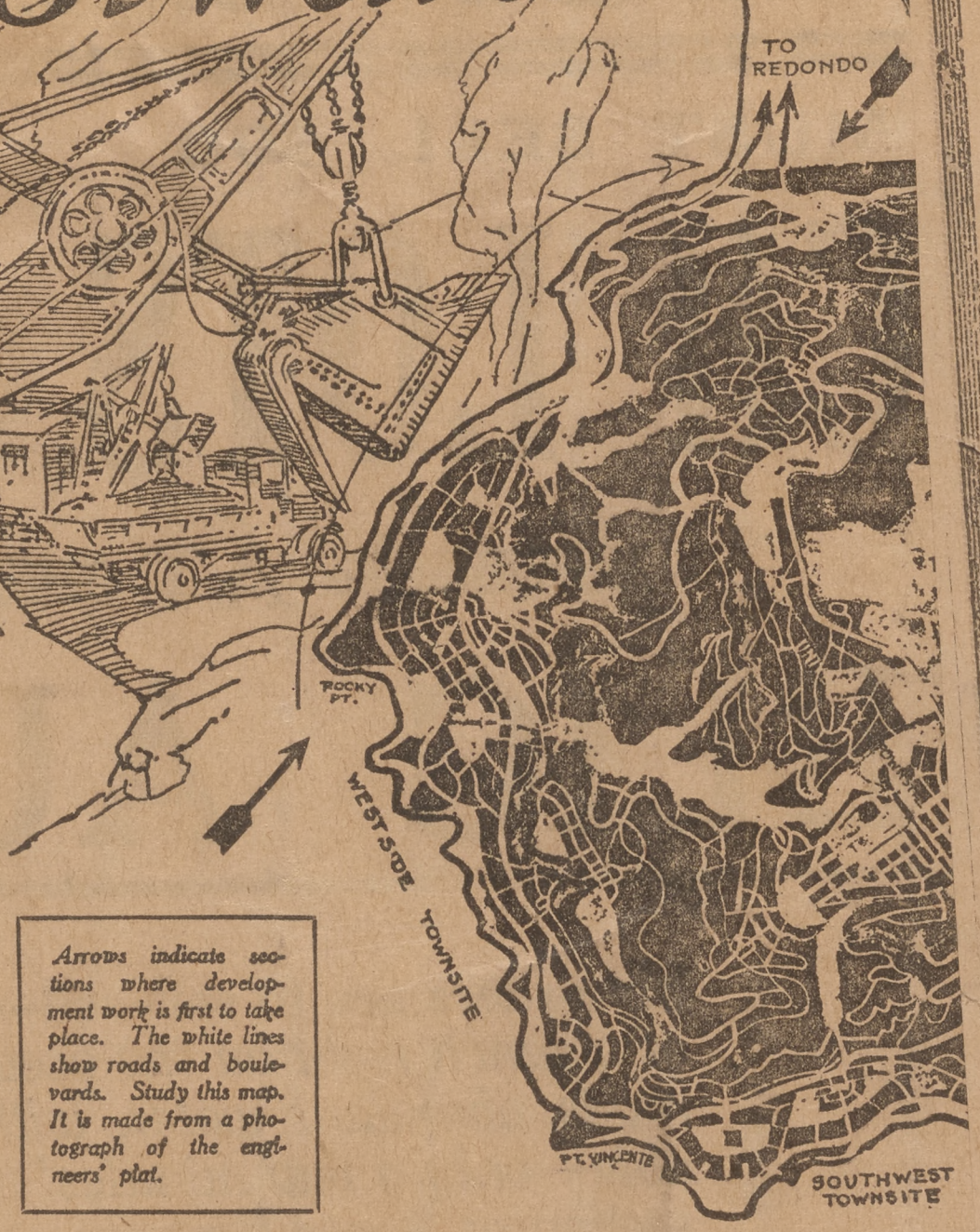
COMMONWEALTH TRUST COMPANY

LANE MORTGAGE BUILDING LOS ANGELES

Do You Rent or ?

1744

Forward—



Arrows indicate sections where development work is first to take place. The white lines show roads and boulevards. Study this map. It is made from a photograph of the engineers' plat.

Ten days ago underwriters of Palos Verdes Estates received title to the great area selected for first development.

And today with the impetus given by the new Trustee and the Board of Managers the splendid city building project is under way.

Earth is moving. Work on the first unit of the new road development has commenced. Steam shovels will soon be biting into hillsides. Graders, ditch-diggers, pick-and-shovel men, cement workers, all the varied crew that is part of the great en-

The S

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No. 144

ity Ideal

r. 10, 1923

11, 1923

SOME OF OUR
RECENT AUCTION S
U. S. SHIPPING BOARD SALE
(1898 Houses, Camden, N. J.,
Bristol, Pa.)
(440 Houses, Chester, Pa.)
(254 Houses, Lorain, Ohio)
(81 Houses, Wyandotte, Mic
LONG BEACH-ON-THE-OCEAN
(5000 lots) .....
HENRY ASTOR ESTATE
(Record one day's sale).....
HUNT'S POINT SALES
(1222 lots and waterfront plo
MRS. RUSSELL SAGE ESTATE
(Proceeds went to charities)
COURTLANDT PALMER ESTA
(3 parcels) .....
MRS. A. D. JUILLIARD ESTAT
(Proceeds went to charity)..
JAMES GORDON BENNETT ES
(500 lots on Washington Hei
WILLIAM WALDORF ASTOR
(1663 Bronx lots) .....
REMINGTON U. M. C. CO. SA
(404 dwellings, vacant lots, a
Bridgeport, Conn.) ...
MATAWOK LAND COMPANY
(3133 lots at Forest Hills We
INTERBOROUGH R. T. CO.
(Broadway, Bronx, Long Isla
City parcels) about..
JOHN D. CRIMMINS ESTATE
(Manhattan, Bronx, Long Is
City lots) .....
WILLIAM G. PARK ESTATE
(1203 Long Island City lots).
CITY OF NEW YORK
(83 parcels) .....
F. W. WOOLWORTH ESTATE
(Washington Heights) .....
MORRIS ESTATE
(1389 Throg's Neck lots).....
LONG ISLAND CITY SALE
(About 400 vacant lots).....
H. B. CLAFLIN ESTATE
(494 Bronx lots) .....
BURKE RELIEF FOUNDATI
(1400 lots, proceeds to chari
JAMAICA ESTATES
(2000 lots at Jamaica, L. I.)
EAST BAY LAND COMPANY
(1000 Hunt's Point lots)...
GARDEN CITY ESTATES
(1000 lots at Garden City).
DICKEY ESTATE SALE
(Lots in Hunt's Point, Bro
MONTGOMERY ESTATE
(205 West Bronx lots).....
GOLDSTICKER ESTATE PA
(7 improved parcels) .....
BRUCE BROWN ESTATE
(1003 East Bronx lots).....
KENNEDY-COLLINS ESTAT
(450 Long Island City lots)
ALFRED G. VANDERBILT
and Others (about 1492 lo
MARY G. KINGSLAND EST
(Mansion at No. 1026 Fifth
JOHN C. RODGERS ESTAT
(Manhattan and Bronx lo
RICHARD F. STEVENS' ES

OF SALE—Monday, Marc
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E OF SALE—Auditorium of R
S OF SALE—20% on Day c
Balance in 1, 2 or 3 Ye

The Commonwealth Trust Co announces etc.

Space 3 Col 10"

Sunday Feb. 25, 1923

L A Examiner
L A Times

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The Commonwealth Trust Company has accepted the Palos Verdes Trust and is prepared to proceed with same according to the terms of the Trust Indenture and Amendments as agreed upon by the subscribers.

Underwriters of the Palos Verdes Project are advised that all future payments on Palos Verdes Notes should be made to the Commonwealth Trust Company. Temporary offices are being maintained on the Sixth Floor of the Lane Mortgage Building while the Fifth Floor is being prepared for occupancy.

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COMMONWEALTH TRUST COMPANY

LANE MORTGAGE BUILDING LOS ANGELES

Do You Rent or ?

Forward— PALOS VERDES

Arrows indicate sections where development work is first to take place. The white lines show roads and boulevards. Study this map. It is made from a photograph of the engineers' plat.

Two hundred acre townsite adjacent to San Pedro.

Ten days ago underwriters of Palos Verdes Estates received title to the great area selected for first development.

And today with the impetus given by the new Trustee and the Board of Managers the splendid city building project is under way.

Earth is moving. Work on the first unit of the new road development has commenced. Steam shovels will soon be biting into hillsides. Graders, ditch-diggers, pick-and-shovel men, cement workers—all the varied crew that is part of the great engineering undertaking—will turn into reality the magnificent scenic roads, the parkings, the public squares, the school and playground reservations and unsurpassed homesites that a notable corps of engineers and architects have planned.

On Thursday, March 8th, a contract was authorized for drilling a water well—the first unit of the ample water supply. Engineers have plans for the distributive system well under way.

The Selection Maps (the maps from which the Convertible Noteholders will choose their lands) are completed. The Neuner Corporation received them March 1st and is now printing them. As soon as the ink is dry enough to permit handling the maps will be mailed to every Convertible Note-holder.

Convertible Note owners may select property any place on the 16,004-acre property with the exception of certain reservations. It is not necessary to choose land in sections where the first development is taking place. Note-holders may wait and exercise their options on additional sections as they are purchased and developed under the splendid Palos Verdes plan.

More than 80% of the nine thousand underwriting subscribers have ratified the appointment of the Commonwealth Trust Company as Trustee. One million dollars was paid by the Trustee to the Vanderlip Syndicate, February 28th, and **unincumbered title to LAND** is now vested in the Trustee for the Subscribers.

If you have not done so sign and mail your ratification blank to the Commonwealth Trust Company, Lane Mortgage Building, Los Angeles.

* * * *

The whole splendid conception of the **City Ideal** is moving rapidly forward to definite achievement.

The areas selected for immediate development comprise more than 3000 acres located on the Redondo and San Pedro sides of the property.

FORWARD, PALOS VERDES — **THE CITY IDEAL** — IS THE COMMAND SPEEDING ENGINEERS, ARCHITECTS, CONTRACTORS AND WORKMEN. DELAYS ARE PAST. ACTION — FORWARD, PALOS VERDES — IS THE ORDER.

PALOS VERDES ESTATES

General Sales Offices 929 South Broadway

COMMONWEALTH TRUST CO., Trustee

DISTRICT REPRESENTATIVES

BAKERSFIELD
Sutter & Co.
2028 Chestnut Ave.
Phone—1069.

HOLLYWOOD
Grant E. Dolge
7060 Hollywood Blvd.

REDONDO
H. H. Towle
Main Lobby, Redondo Hotel
Phone—5005.

FULLERTON
W. A. Moore
109 E. Commonwealth
Phone—100

INGLEWOOD
Garner Curran
112 So. Market St.
Phone—153

SAN PEDRO
Dr. D. I. Pletcher
523 Beacon Street
Phone—370

GLENDALE
Wm. F. Carroll
635 No. Isabel St.
Phone—2467-W

LONG BEACH
Geo. W. Bruner
116 Pacific Ave.
Phone—629-70

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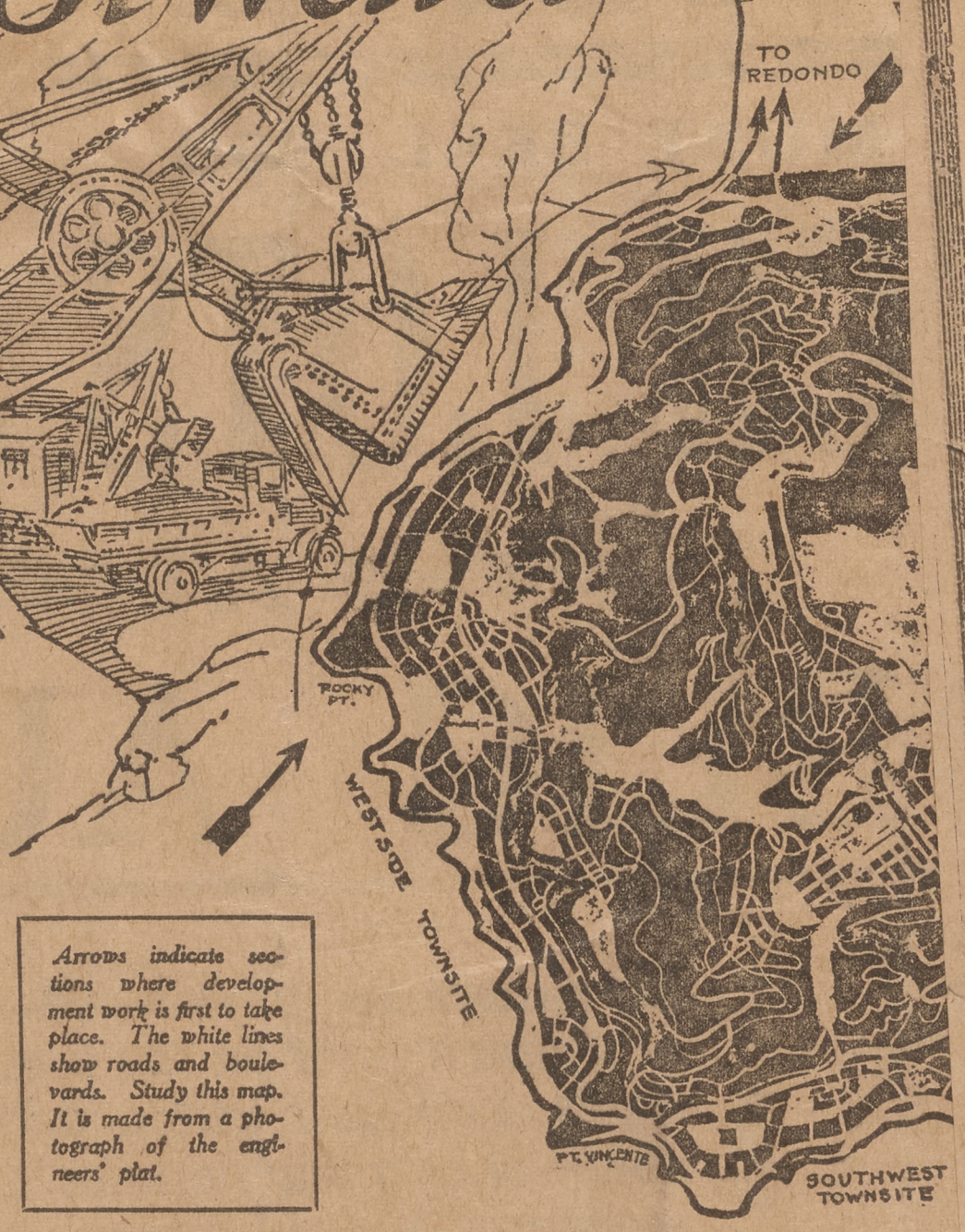

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Ad No. 144

Forward -
The City Ideal

Saturday Mar. 10, 1923

4 Col 15"

L A Express
L A Herald

Sunday Mar. 11, 1923

6 Col 18"

L A Examiner
L A Times

D BOB BRAITHEIL BO

OF SALE—Monday, Marc
OF SALE—Afternoon at
E OF SALE—Auditorium of R
S OF SALE—20% on Day c
Balance in 1, 2 or 3 Ye

Ad No 146

To Open Harbor Unit

San Pedro Pilpt

Thursday Mar. 15th

Palos Verdes Estates to Open Harbor Unit

A SUBDIVISION of approximately 187 acres overlooking the Harbor will comprise the first Palos Verdes Estates development on the San Pedro side of the property.

The opening unit lies directly west of San Pedro and possesses a magnificent view of the harbor. It will provide homesites of unusual beauty with protective restrictions that guarantee their high character forever.

The unit has been carefully planned. The roads follow the natural contour of the land and practically all feed into the great boulevard that leads to San Pedro.

All lots on this splendid property are easily accessible and very desirable. The curving streets which will take off from the main San Pedro boulevard make possible unusual homesites with open views and interesting foregrounds.

The opening of this subdivision will bring to the Harbor Cities a new, fine residential area carefully planned by foremost engineers and architects, and of unsurpassed location.

North and inland from this tract lies the great industrial unit of the Palos Verdes Project. It is upon a portion of the Industrial and Mineral Reservation that the test oil well is being drilled. From the Industrial section it is planned to have wide boulevards leading to the Residential Unit now open.

* * * * * *

The Selection Maps which show the whole 16,004-acre tract are completed. They are now being printed and will be mailed as soon as the ink is dry.

Convertible Note holders may select lots any place in the entire property with the exception of certain reservations. It is not necessary to choose land in the sections where the first development is taking place, such as in the Harbor Unit. Note-holders may wait and exercise their option on additional sections as they are purchased and developed under the Palos Verdes plan.

* * * * * *

The opening of the unit adjacent to San Pedro is in keeping with the tremendous growth and possibilities of the Harbor Area. The extraordinary increase in population, assessed valuation, shipping and manufacturing in San Pedro, Wilmington and Long Beach is the index which will guide those who have invested or expect to invest in Palos Verdes Notes. Many excellent opportunities for profit will undoubtedly exist in this first Harbor Unit.

* * * * * *

Palos Verdes, for a hundred years a cattle and sheep ranch is now undergoing its first great change. More than 3000 acres are in the development area. Earth is moving. The drilling of the first wells of the water system has been authorized. As fast as possible construction work will progress.

Unchanged from the day Dana remarked upon its beauty, Palos Verdes now enters a new period—where progress and development are the keynote.

And now, today, men are at work on the first step—the roads.

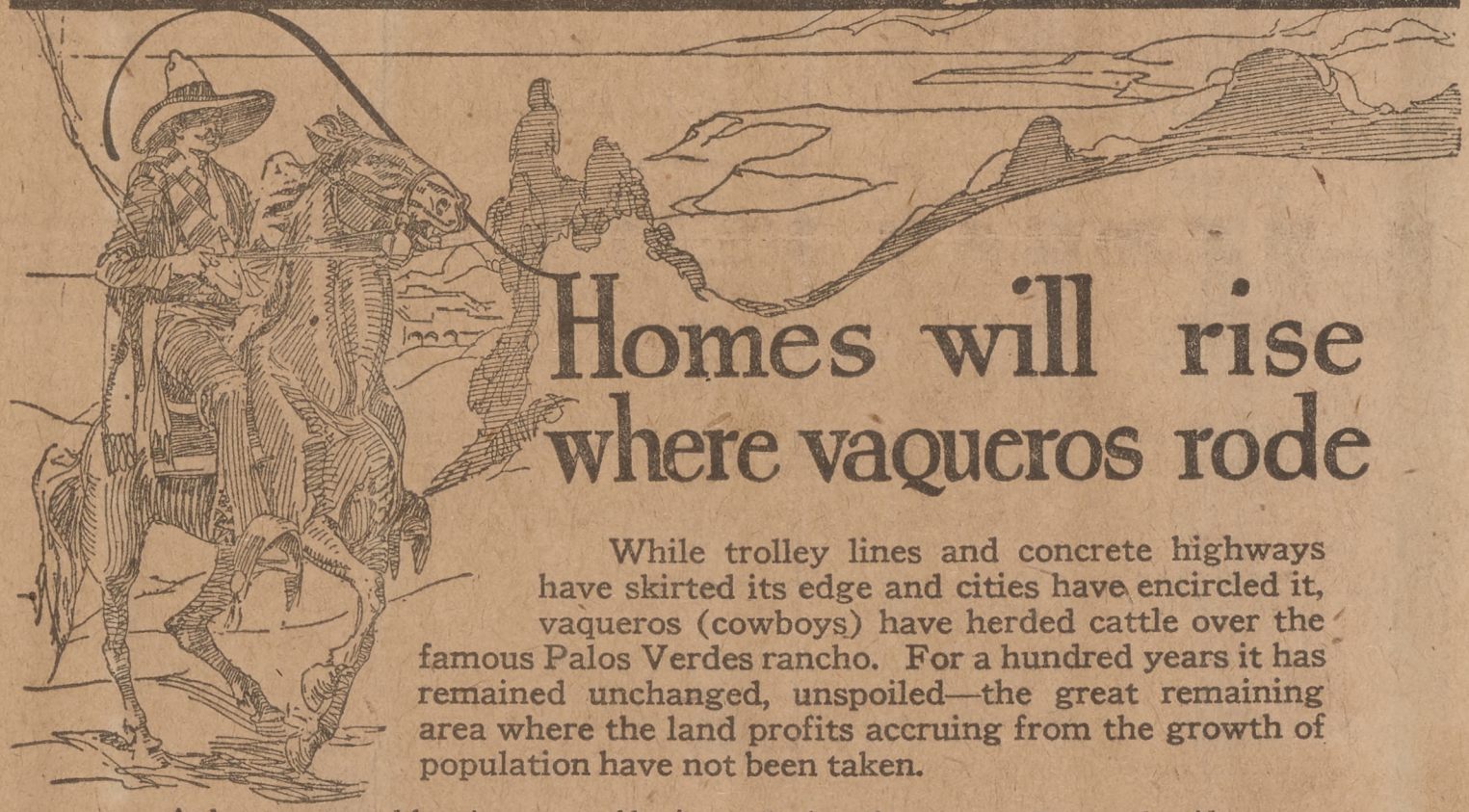
PALOS VERDES ESTATES

General Sales Offices, 929 S. Broadway. **Commonwealth Trust Company, Trustee**

SAN PEDRO REPRESENTATIVE

D. I. PLETCHER **PHONE 370** **523 BEACON ST.**

744



Homes will rise where vaqueros rode

While trolley lines and concrete highways have skirted its edge and cities have encircled it, vaqueros (cowboys) have herded cattle over the famous Palos Verdes rancho. For a hundred years it has remained unchanged, unspoiled—the great remaining area where the land profits accruing from the growth of population have not been taken.

And, now awakened from its century-old quiet the superb property is teeming with activity. Surveyors are in the field. Road crews are at work. Dirt is flying. Water wells will soon be drilling. Steel-mouthed shovels, tractors and giant powder will transform the happy-go-lucky roads into boulevards. A new period has come upon the old place. Progress and development are the keynotes. Palos Verdes is building!

In the first development area are included more than three thousand acres, free and clear of all incumbrance, the property of the underwriters of the Palos Verdes Project. The Selection Maps, from which Convertible Note-holders may choose their home or business lots, are now being printed. As soon as the ink is dry they will be mailed, and after the time alloted for land selection is over the property will be offered to the public. Holders of Convertible Notes, who do not plan homes themselves, should make very fine profits for they may buy land *at cost plus improvements.* And, remember that the profit which pressing population brings to this land has never been taken.

In the Palos Verdes Estates one may choose a homesite knowing in advance exactly the kind and character of development that will be there. Zones are established for business houses, apartments and residences; an Art Jury will prevent the erection of unsightly structures; protective restrictions are made a part of the deeds to the property.

All the safeguards and provisions for permanency, or good investment, that you yourself would set about your home have been made.

In Palos Verdes is the supremely beautiful location for your permanent residence. There is unsurpassed ocean view. Catalina, blue-green and opalescent rises across the channel. To the north the rugged Santa Monica headlands thrust boldly out to sea. Inland the gentle terraces of the hills mount upward until 1400 feet above the sea they command the plain that stretches toward Los Angeles. Here is satisfying scenery. It can never be taken away.

And along the comprehensive, careful plans that architects, city planners and engineers have spent many months in preparing, construction work is underway.

A new voice has come into the vaqueros' domain and many changes are there. The shout "Let 'er Buck, Bronco" has passed from Palos Verdes. Now a city is beginning and the stirring command is —"Forward-Action."

Palos Verdes Estates

General Sales Offices 929 South Broadway

$15,000 and we feel that this is v

Ad No 147

Homes will rise where Vaqueros Rode

Sat. Mar. 17, 1923

4 Col 15"

L A Express
L A Herald

Sun. March 18,1923

4 Col 15"

L A Times
L A Examiner

Ad No 146

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San Pedro Pilpt

Thursday Mar. 15th

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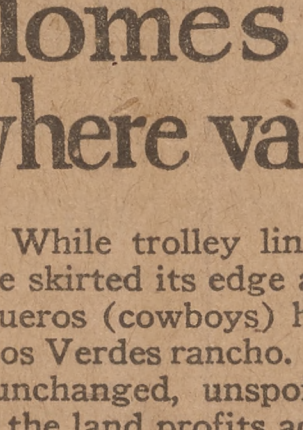
Homes will rise where vaqueros rode

While trolley lines and concrete highways have skirted its edge and cities have encircled it, vaqueros (cowboys) have herded cattle over the famous Palos Verdes rancho. For a hundred years it has remained unchanged, unspoiled—the great remaining area where the land profits accruing from the growth of population have not been taken.

And, now awakened from its century-old quiet the superb property is teeming with activity. Surveyors are in the field. Road crews are at work. Dirt is flying. Water wells will soon be drilling. Steel-mouthed shovels, tractors and giant powder will transform the happy-go-lucky roads into boulevards. A new period has come upon the old place. Progress and development are the keynotes. Palos Verdes is building!

In the first development area are included more than three thousand acres, free and clear of all incumbrance, the property of the underwriters of the Palos Verdes Project. The Selection Maps, from which Convertible Note-holders may choose their home or business lots, are now being printed. As soon as the ink is dry they will be mailed, and after the time alloted for land selection is over the property will be offered to the public. Holders of Convertible Notes, who do not plan homes themselves, should make very fine profits for they may buy land *at cost plus improvements*. And, remember that the profit which pressing population brings to this land has never been taken.

In the Palos Verdes Estates one may choose a homesite knowing in advance exactly the kind and character of development that will be there. Zones are established for business houses, apartments and residences; an Art Jury will prevent the erection of unsightly structures; protective restrictions are made a part of the deeds to the property.



All the safeguards and provisions for permanency, or good investment, that you yourself would set about your home have been made.

In Palos Verdes is the supremely beautiful location for your permanent residence. There is unsurpassed ocean view. Catalina, blue-green and opalescent rises across the channel. To the north the rugged Santa Monica headlands thrust boldly out to sea. Inland the gentle terraces of the hills mount upward until 1400 feet above the sea they command the plain that stretches toward Los Angeles. Here is satisfying scenery. It can never be taken away.

And along the comprehensive, careful plans that architects, city planners and engineers have spent many months in preparing, construction work is underway.

A new voice has come into the vaqueros' domain and many changes are there. The shout "Let 'er Buck, Bronco" has passed from Palos Verdes. Now a city is beginning and the stirring command is —"Forward-Action."

Palos Verdes Estates

General Sales Offices 929 South Broadway

COMMONWEALTH TRUST CO., Trustee.

DISTRICT REPRESENTATIVES

BAKERSFIELD
Suiter & Co.,
2028 Chestnut Ave.
Phone—1069.

HOLLYWOOD
Grant E. Doige,
2069 Hollywood Blvd.

REDONDO
H. H. Towle,
Main Lobby, Redondo Hotel.
Phone—5005.

FULLERTON
W. A. Moore,
112½ N. Spadra.

INGLEWOOD
Garner Curran,
112 S. Market St.
Phone—153.

SAN PEDRO
Dr. D. I. Fletcher,
523 Beacon St.
Phone—370.

GLENDALE
Wm. F. Carroll,
635 N. Isabel St.
Phone—2467-W.

LONG BEACH
Geo. W. Bruner,
116 Pacific Ave.
Phone—629-29.

Ad No 147

Homes will rise where Vaqueros Rode

Sat. Mar. 17, 1923

4 Col 15"

L A Express
L A Herald

Sun. March 18,1923

4 Col 15"

L A Times
L A Examiner

Ad No 148

Palos Verdes Non-Convertible Notes are now 110.

Space 4 Col. 15"

Frid. March 23, 1923

L A Times
L A Examiner

Sat. March 24, 1923

L A Herald
L A Record
L A Express

Palos Verdes non-convertible notes are now 110

These notes represent equitable ownership of all lands and assets to be acquired by Palos Verdes Estates, including the first unit of 3200 acres now owned, free and clear of encumbrance, by the Underwriters.

Since Non-convertible Notes represent OWNERSHIP--not a lien like a bond--they automatically rise in actual value with the increase and increment in the value of the property.

The present low price justifies immediate investment. The rapid development of the property--work is now under way--means certain increase in the value of these notes.

This map shows the location of Palos Verdes Estates. See how the cities of Greater Los Angeles press up to its boundaries. This is the one great stretch of coast line from which retail land profits have not been taken. Non-convertible note-owners will get them.

[A deferred payment plan, requiring only a small payment down and balance over 36 months, makes it easy to buy Palos Verdes Notes.]

Palos Verdes Estates

General Sales Offices 929 South Broadway

COMMONWEALTH TRUST CO., Trustee

DISTRICT REPRESENTATIVES

BAKERSFIELD
Sulter & Co.,
1514 20th St.

HOLLYWOOD
Grant E. Dolge,
7060 Hollywood Blvd.
Phone—57444.

REDONDO
H. H. Towle,
Main Lobby, Redondo Hotel.
Phone—5005.

FULLERTON
W. A. Moore,
112½ N. Spadra St.

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Wm. F. Carroll,
635 N. Isabel St.
Phone—2467-W.

LONG BEACH
Geo. W. Bruner,
116 Pacific Ave.
Phone—629-70.

Ad No 149

And, Friend, When
Dost Thee think?

Space 6 Col 20"

Sunday Mar 25th

L A Times
L A Examiner

Monday March 26th

L A Herald

Tuesday March 27th

L A Express

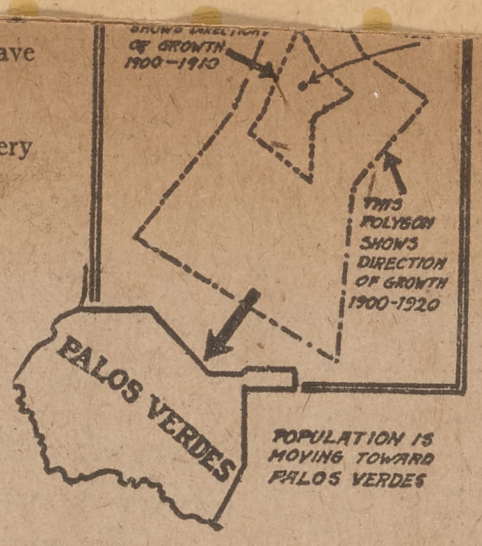
Wednesday March 28

L A Record

Did you know that the [illegible] creases in assessed values of land have come in the Beach Cities?

Think what this means: Every three years from 1912 to 1922 the average assessed value of the Long Beach acre (inside the city limits))more than doubled. In 1922 the assessed value of the Long Beach acre was $7000.

Think of yourself as a Palos Verdes Underwriter being able to join in the purchase of the



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PALOS VERDES ES

General Sales Offices 929 South B

COMMONWEALTH TRUST CO., Trust

DISTRICT REPRESENTATIVES

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Back Yard Its Way? Have you thought of the opportunity to harvest some extra dollars from poultry, rabbits, vegetables, fruit trees, etc.? Read what others have done and learn all about the fun and me agriculture from the FARM AND TRACTOR MAGAZINE issued weekly OS ANGELES SUNDAY TIMES.

Poultry —It would be h
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Issued every week with th

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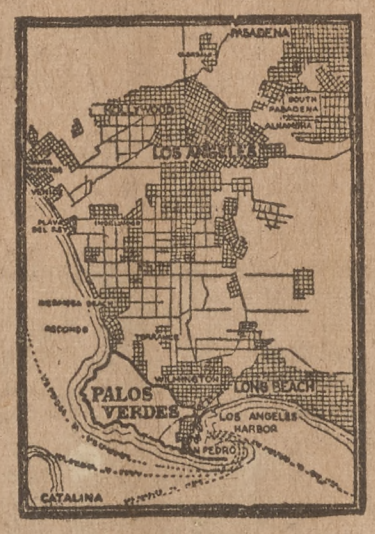

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Palos Verdes Estates

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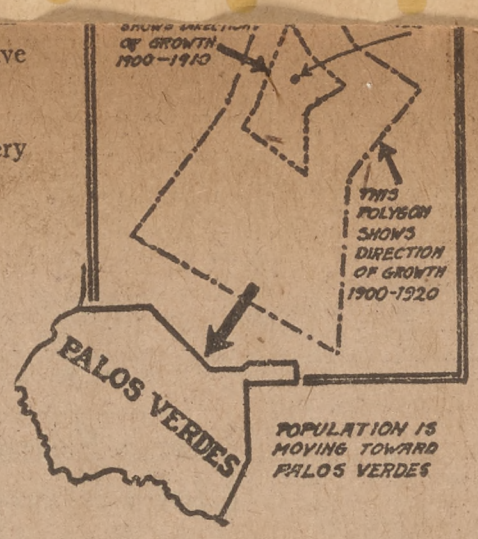

Verdes Non-Convertible Notes for a small payment down and in the balance in convenient payments over 36 months. The Notes are now offered at 110.

Think these things over. Come into the General Sales Office, 929 S. Broadway, and learn more. Some of the keenest men in the West are Palos Verdes Investors on exactly the same terms on which you can participate. Think—consider these things—they point the way to fine profits.

PALOS VERDES ESTATES

General Sales Offices 929 South Broadway

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Poultry —It would be hard to find a successful poultryman who didn't read the FARM AND TRACTOR MAGAZINE each week. The articles and pictures are equally interesting to everyone who has a back yard. Issued every week with the LOS ANGELES SUNDAY TIMES.

Ad No 150

Your Chance for Subdividor's Profits

Space 6 Col 18"

Thursday Mar 29th

L A Times
L A Examiner

Friday Mar 30th

L A Record

Saturday Mar 31st

L A Herald
L A Express

will produce [illegible] those markets [illegible]

Los Angeles is the open gateway through which the bulk of this commerce will pass. By the time the population of this southwestern empire has grown from 6,000,000—the present figure—to 12,000,000 our products will have increased threefold.

And at the present rate of growth that increase will have been accomplished within the next ten years.

Not only is Los Angeles the fastest growing large city in the world, but California and the other States of the Southwest are adding newcomers at a rate faster than was ever recorded by any other group of States in the history of the country.

The tide has set in this direction, the current is growing stronger each month, no human agency will be able to turn it back, even if it would.

Business Buildings Planned for Ventura

Ernest Eastwood of Oxnard has commenced to improve his property holdings in Ventura, and will do much additional improving in the next few months.

A permit to erect a modern garage on his property below the Old Mission has been taken out, showing that it will cost $10,000.

He plans to tear down the building now occupied by the Reardon Undertaking Company as soon as it is vacated.

Eastwood will then erect a modern apartment house on the property, taking in the adjoining lot as well.

FARM FIRE DEPARTMENT

If plans now under way are successful, Oakdale will have the first organized farm fire-fighters' unit in the State.

Profits!

GLEW

CITY OF AC

l of the Southwest. Pleasant winter
Over 8000 contented people. More
nes and 95 out of every 100 of these homes

sales? Is it you, the man or
tail price and hopes to resell? Or
wholesale, *adds his profit* and

answer that. Subdividers often

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UBDIVIDER'S PROFITS.

ke money. But why take the chance
increase in value of a *single piece* of
perty when you may participate in
fits from increases in value of an en-
subdivision—the biggest in South-
California.

Notes Represent Ownership

[illegible]

APPROVAL OF
THE MOST
EXACTING

COMPLETE STOCK OF
"STANDARD" SANITARY FIXTURES

J. HOKOM

Plumbing and Heating
Since 1903

4312 Moneta Ave. South 6963

Over 15,000 Building Installations In the Past 20 Years.
Member of the Sanitary Development League of Southern California
Electric Wiring and Equipment Automatic Fire Sprinkler Systems.

BUY A LOT.
Buy it on the installment plan.

it isn't so long
final deed to certa

Who

Look at the pictures on this pag
story of fortunes made in a few y
increase in land values on Pa
Redondo.

The picture at the top was taker
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twenty years ago.

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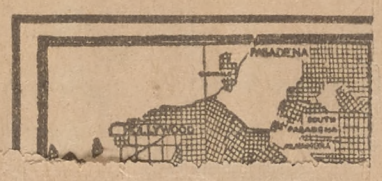


BY ELMER GREY

Prepared for the Allied Architects' Association of Los Angeles

Elmer Grey

DO you know that when you build a house and wish to select the tile for the fireplace, the brick for the outside, or something else for the inside, it will not be necessary for you to go around the shops in different and remote parts of the city to see these things, but that you can find practically all of them assembled in one unique and permanent exhibition in the very heart of Los Angeles?

Do you know that the idea of this unique show originated in the mind of a young lady and has been successfully put over by her for years?

Do you know that once every year the hundred or more exhibitors in this show are invited to a huge dinner by its originator, that architects and contractors are also invited, and that upon these occasions craftsmen, artists and artisans all gather in one grand love feast and revive the spirit of the medieval arts and crafts?

Do you know that on these occasions the turkeys and other delectables in great quantities are cooked by electricity in one of the exhibition ranges on the spot, that the ice cream is made in the same place, and that the flowers on the tables were picked days before and kept fresh in the same refrigerating machines?

Do you know that at this show, which occupies nearly an entire floor of one of our downtown office buildings, you can see samples of most of the latest contrivances that enter into the making of a modern home in working order for you to operate yourself?

I understand there are only two other such shows in the country—one in New York, the other in Chicago—and that they did not come into existence until after this one had proven an entire success.

This is not an advertisement in the commonly accepted sense of that word, because admission to this show is free.

Building Is Active at Santa Barbara

Santa Barbara building permits for the first two months of 1923 are well over the million dollar mark, and the city appears to have entered upon an unprecedented era of building activity.

At this time last year there was just one-third as much building activity as now.

Building permits to the amount of $1,344,900 have been issued by the office of the city engineer as compared with $350,500 for January and February, 1922.

Two hundred and eighty-eight permits have been issued during the first two months of this year, while in 1922, for the same period, 129 permits were issued.

Santa Barbara is not growing in the business section alone, for at least half of the $1,344,900 is represented by residences.

The average valuation of each permit issued during the first two months of last year was $2717, while the average for this year is $4669.

LABORATORY BUILDING

Architects and Engineers Truesdell, Purinton & Newton have completed plans for a two-story laboratory building at 2525 East Thirty-seventh street for the General Petroleum Corporation.

Liability of Employer Is Outlined by Court

"The employer is liable for compensation only when an injury occurs to the employe while performing some act for the employer in the course of his employment, or incidental to it," is the ruling of the California Supreme Court in a case which came up under the State compensation act.

An ice carrier for the Union Ice Company was killed by an automobile as he left a restaurant after eating lunch to board his truck and continue work.

A death benefit was awarded to the widow and son by the State accident commission, but the insurance company contested the award with the result that it was annulled by the Supreme Court.

This decision is of great importance to employers, because it establishes definitely a line of demarcation between what may be considered an act of employment and an act for which the employe assumes individual responsibility.

SAN PEDRO HOSPITAL

The San Pedro Harbor Hospital Association has elected a new board of directors, and financial arrangements are being completed for the erection of a three-story fireproof hospital building. It will cost about $150,000. Allison & Allison are the architects, and plans prepared by them some time ago will be used without change.

Plumbing

A special group of items at prices that mean big savings.

One Piece Sinks, $15.00—20x30 sinks with enameled back in one piece (factory seconds), priced $15.00 complete to the rough plumbing.

Pony Trays, $12.00—Pony laundry trays (seconds), complete to the rough plumbing.

Double Cement Trays, $13.00—A few factory seconds in double cement laundry trays, $13.00 complete to the rough plumbing.

Garden faucets, 60c each. Sink Faucets, $1.00 each. ½-inch second hand gas pipe, 2c per foot; ⅜-inch, 1c per foot.

Sash and Doors

Odd Doors, $3.00 each—A snap—They are 5 panels.
Screen Doors, 2|6x6|8, full wire, $2.50 each.
French Doors, $2.00 to $8.00, odd sizes.
Window Sash, $1.00 and up.

Salvage Material

2|6x3|2 Sash, $1.50 each. Larger sizes at similarly low prices.
Used Doors, $2.00; Heavy Doors, suited for garage, $2.50 each.

Hardware

Not only an immense stock of builders' hardware, but hardware you need around the home for house and garden use.

New Hose, 10c and 13c per foot.

Garden Rakes and Hoes, $1.00 each; forks, $1.25 each; spades and shovels, $1.50 each; wheelbarrows, $6.75 each.

Fencing, $7.00 per roll (150 lineal feet). Lawn mowers, $3.00; grass catchers, $1.00; grass shears, 60c; pruning shears, 75c.

Building Material

Ready Roofing, $1.25 per roll and up. Building paper, $1.25 per roll. Insulating paper, $1.25 per roll. Deadening felt, $2.75 per roll.

Wall Board, $32.50 per thousand sq. ft.

Corrugated Iron, $6.00 per hundred sq. ft.

Remember, we carry a complete line of builders' hardware and can give you the very lowest prices on your complete list.

Furniture

We carry a stock of new and second-hand office and residence furniture, and can offer you some unusually good bargains in this line. See us before buying.

Lumber

Ad No 151

Who Got The Land Profits from Pacific Ave Redondo

Space 6 Col x 18"

Sunday April 1st

L A Times
L A Examiner

Saturday April 7th

L A Express
L A Herald

Your Chance - *for Subdivider's Profits!*

Who gets the big profits from land sales? Is it you, the man or woman who buys a lot or two at the retail price and hopes to resell? Or is it the subdivider who buys at wholesale, *adds his profit* and sells to you?

You don't have to figure much to answer that. Subdividers often make fortunes from a single tract.

This advertisement presents to you perhaps for the first time in your life the opportunity to share in SUBDIVIDER'S PROFITS.

The Greatest Subdivision

Even a few dollars invested in Palos Verdes Notes (non-convertibles) will entitle you to share in the profits from the greatest land development project in Southern California—on exactly the same terms as men of great wealth who underwrite subdivisions and reap big profits.

More than 3000 acres of the splendid Palos Verdes Tract are in the first subdivision now being developed. The land was purchased at the remarkably low price of $312.50 per acre. Adjacent unimproved land is held right now at $1000 to $1500 per acre.

Within a few months this magnificent seashore property will be placed on the market, with the cost of improvements and *subdivider's profits added.* Ocean frontage in a subdivision close to Palos Verdes Estates on the Redondo side is selling at $75 a front foot. Along Point Firmin in San Pedro there have been many sales at $150 and $200 per front foot.

Cost Only $312.50 Per Acre

Think of Palos Verdes land bought at $312.50 an acre selling for even $50 a front foot. Figure the possibilities yourself. Investment now in *Non-Convertible Notes* at 110 may lay the foundation for a competence.

Perhaps you have been buying lots and then selling them at a slight advance in price. An excellent way to make money. But why take the chance of increase in value of a *single piece* of property when you may participate in profits from increases in value of an entire subdivision—the biggest in Southern California.

Notes Represent Ownership

Palos Verdes Notes give you equitable ownership in all the assets and property now owned or to be acquired by Palos Verdes Estates. The Notes represent OWNERSHIP—not a lien like a bond. That is the reason *Non-Convertibles* will increase in value with the increase and increment in the value of the land, and likewise share in all the profits from the sale of it.

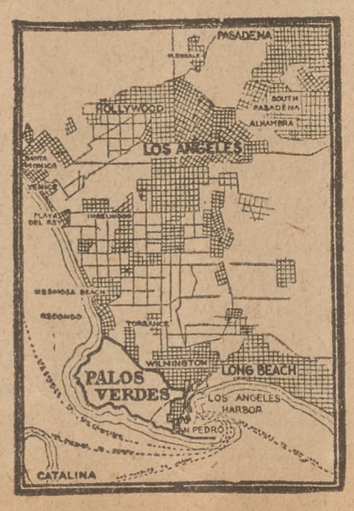
Your chance to share in the subdivider's profits is here. Today you can buy Notes for 110, with a small down-payment and the balance over 36 months.

Answer These Questions

Ask yourself the question, "Who gets the big profits from land sales?"

And then answer this, "Am I going to overlook a chance to share in the SUBDIVIDER'S PROFITS?"

Thousands of keen investors have answered that question and now hold millions of dollars of Palos Verdes Non-Convertible Notes. Come into the General Sales Office, 929 S. Broadway, today and learn more about this excellent investment.



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REDONDO
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Phone—5005.

FULLERTON
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GLENDALE
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LONG BEACH
Geo. W. Bruner,
116 Pacific Ave.
Phone—629-70.

PALOS VERDES ESTATES

General Sales Offices 929 South Broadway

COMMONWEALTH TRUST CO., Trustee

BUY A LOT.
Buy it on the installment plan.

It isn't so long ago that the final deed to certain property—

have in your life before you can appreciate it.

buy property in some of these new subdivisions, and I would

live on a salary.
So I think I agree with Mr. Edi-

your thoughts lay for your loved ones.

Who got the land profits from Pacific Ave Redondo?

Yesterday

Today

Look at the pictures on this page. They tell a story of fortunes made in a few years from the increase in land values on Pacific Avenue, Redondo.

The picture at the top was taken in 1900. The picture underneath was taken last week from the same spot on which the old one was taken twenty years ago.

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LONG BEACH
Geo. W. Bruner
116 Pacific Ave.
Phone 629-70

SAN PEDRO
Frank Buell
523 Beacon St
Phone 370

WHO got the land-profits from Pacific Avenue, when in a few years it turned from a village street into a busy, paved thoroughfare lined with fine buildings? The lucky land-owners. Lucky—perhaps—better say FARSIGHTED. They knew that Greater Los Angeles would move toward the ocean and that increases in property values were inevitable. They bought ocean frontage for a song and today they are reaping the reward that always comes to farsighted men and women.

Wealth Comes to the Farsighted

As you look at these pictures you see a transition that will be repeated on every foot of Southern California coast line. Are you farsighted enough to realize it? And have you the keenness to recognize even greater opportunities for profit than presented by this Pacific Avenue development?

If you have, you will consider every statement in this advertisement, for it presents opportunity to invest in ocean-frontage properties *from which the retail land profits have never been taken.*

The Palos Verdes Estates, stretching between Redondo and San Pedro, for a hundred years have been undeveloped, unexploited. While sheep browsed over the grassy slopes, cities have grown around Palos Verdes. See map at left.

You Get Subdivider's Profits

Investment in Palos Verdes *Non-Convertible Notes,* now only 110, makes you an equitable owner in the 3200 acres under immediate development and in all other assets of the project. The land will soon be offered to the public and the *Non-Convertible Note-Holders* will share in the Subdivider's Profits.

Notes Bring Ownership

Remember that these Notes are not liens like a bond. They represent ownership and rise in value with the increase in value of the land. Suppose you could have had an offer of this kind made for Redondo property in 1910. Then the assessed value of real estate was only $886,815. In 1920 the assessed value of real estate had increased to $3,371,292—a jump of 280%. You would have made a fortune.

And then recall that Palos Verdes land is being purchased at $312.50 per acre, while adjacent acreage is valued as high as $1800. If the first unit of 3200 acres, which will be highly improved, sells for only $30 a front foot the profits for note-holders will be very great.

Are You Going to Wait?

Palos Verdes Non-Convertible Notes are an investment without parallel in the history of land development. They present to you the same, extraordinary opportunity that a few farsighted people saw and captured in Redondo.

Are you going to wait until 1925 and then look back at Palos Verdes Estates as you do now to Redondo and say, "If I had only seen ahead?"

Come to the General Sales Office, 929 S. Broadway. Study the great relief map and learn all the facts.

Palos Verdes Estates

General Sales Office 929 South Broadway
COMMONWEALTH TRUST CO., Trustee

Ad No. 152

Non-Convertible Note-Holders Get Subdivido Profits

Space 4 Col x 15"

Monday April 2nd

L A Herald

Wednesday April 4th

L A Times
L A Express

Thursday

L A Examiner

Friday

L A Record

Non Convertible Note-Holders get Subdivider's Profits

SEVENTY-FIVE MILLIONS was the huge sum paid for lots in New Subdivisions in Greater Los Angeles last year, according to estimates of the Security Trust and Savings Bank.

Why shouldn't you make some of the Subdivider's profit? Are you always going to be satisfied to buy lots at retail *with the profit added?*

Holders of Palos Verdes *Non-Convertible* Notes will share in the SUBDIVIDER'S PROFIT of the finest subdivision ever opened in Southern California. The first development has started on 3200 acres. It is an area as big as Hollywood.

This splendid seashore property, costing only $312.50 per acre, wholesale, will be offered to the public at retail prices in a few months. Advance requests indicate that sales will be enormous.

The Non-Convertible Notes, at 110, are an investment opportunity which bring not only equitable ownership in all assets of Palos Verdes Estates, but share in the Subdivider's Profits.

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This map shows the location of Palos Verdes Estates. See how the cities of Greater Los Angeles press up to its boundaries. This is the one great stretch of coast line from which retail land profits have not been taken. Non-convertible note-owners will get them.

[*A deferred payment plan, requiring only a small payment down and balance over 36 months, makes it easy to buy Palos Verdes Notes.*]

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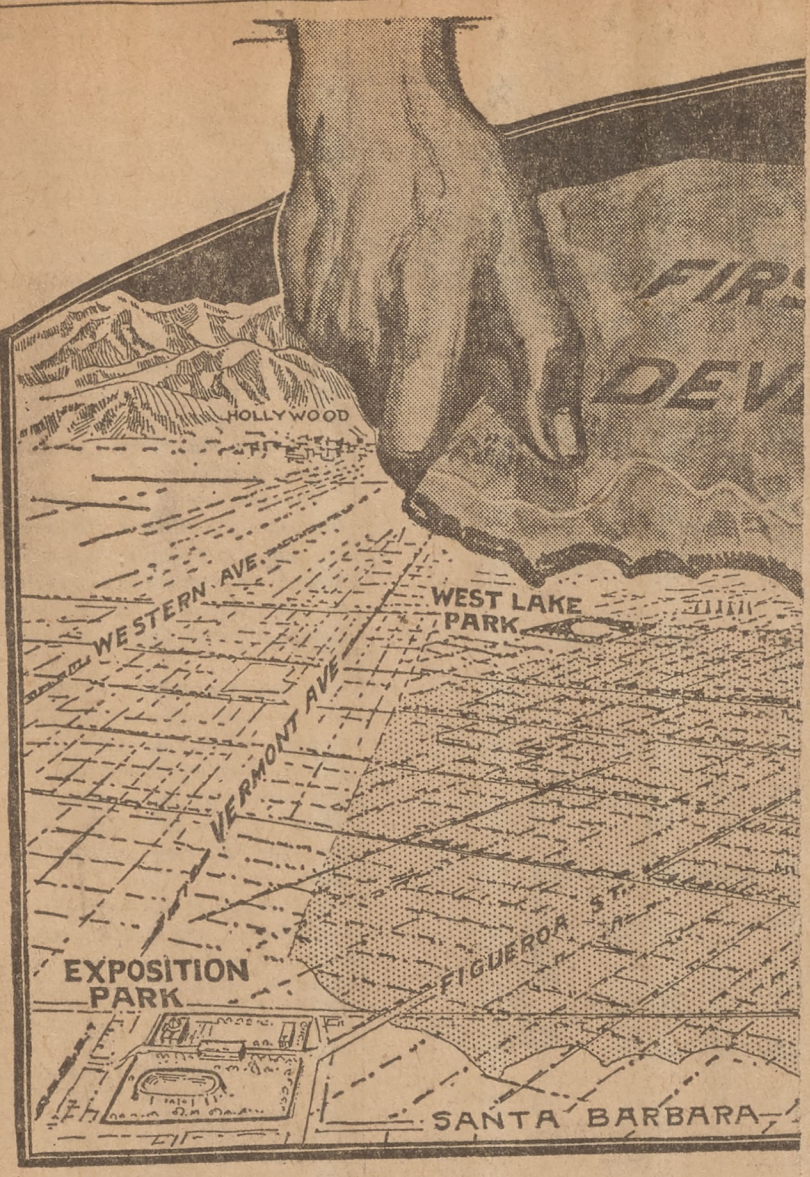
kind of life, t



The Greatest Resi

If the First Palos Verdes Develop from the Southern Pacific Depot there back to the junction of Jeff subdivisions, the holders of Palo VIDER'S PROFITS.

Suppose a friend should stop you on just became part owner in the biggest in the West." You would listen eagerly on his great good fortune, for you know being made by subdividing California la

This advertisement says to you: "Y owner of the greatest residential subdiv share in all the SUBDIVIDER'S PROI

BY HENRIETTA HORTON KAPP.

HOW SPLENDID it is that the spirit of rejuvenation creeps into the heart of every housewife as spring unfolds her carpet of green, and her mantle of leafage and blossom.

With the keen interest that is being manifest in the beautifing of the home no alert woman could have lived through the winter months without assimilating some splendid new ideas that she wishes to make manifest in her spring renovation.

At this season it just seems the natural thing to go over the house, and see what it needs to make its dress comfortable for the spring and summer.

The walls, floor coverings and draperies should be given special attention and freshened up and renewed wherever they are found faded or shabby.

A good plan is to go from room to room and study the salient points, developing each center of interest carefully from three angles; first, how can I make this room more useful; second, more comfortable; third, more beautiful.

For utility you may need end-tables, lamps, possibly a piece of furniture or two; for com overstuffed chair, davenpor day-bed, or chaise-lounge; t beauty may be added bo baskets for flowers, pictur tery, and any number of that lend inspiration and phere to the room.

It is nice to take down th velvet and damask draperi replace them with figured some lighter weight texti cover the overstuffed f with linen or cretonne slip then make the sun and b room just radiate joy and ha through colorful draperies ture and flowers.

Some thought must be g the freshening up of the cottage and mountain cabin

Our memory seems to that we need some drape new rug or two; a couch porch furniture, new dishes, reading lamp, and just an ber of things that will be u our summer home.

This rejuvenating process ways a joy because it is p with creative possibilities o forming the coziness of the fireside to a cool and airy phere for spring and summe

Use and Value of Concrete in Home Building Descril

"WE ARE using up our supply of wood in the United States," says an authority, "four times as fast as it is growing again."

That fact may be as good a starting point as any from which to consider the place of concrete in home building.

Concrete today has a particular service to perform.

It furnishes a means of relieving the present shortage of building material and of skilled labor and is assuming a position among the various substances of which houses are built that may become increasingly important.

For the season of 1923 house building conditions are not ideal.

Shortage of labor is likely to force building costs to a higher level unless relief is brought.

Concrete, rightly handled, is a satisfactory solution of the difficulty.

What is concrete? Concrete is stones mixed in mortar. More specifically it is a mixture of portland cement, sand, gravel and water.

When it becomes a fluid mass it can be molded in any form desired.

As soon as the water touches the portland cement the hardening process begins.

The exact chemical change which takes place in the cement hardening is still a mystery, but the accomplishment is well understood and can be controlled, so that concrete can be made to set up, the term used for hard quickly or slowly.

Thus man accomplishes in hours what Nature require to accomplish—the maki stone.

It comes into the build every house. Foundations concrete; chimneys are often of it.

Some of the materials with to make it are found frequen the ground near at hand.

They are sand, steam clude gravel.

Houses built entirely of co are perfectly practicable, ar labor which can be used i crete building is for the mos of the unskilled type, hence available.

Contrary to general opinio crete construction is not ne untried.

Great structures erected Romans which have withsto ravages of 2000 years are o crete.

In many places excavations marks of boards which have impressions on the concrete of such structures.

Those marks, still plainly v show that their method of wooden molds were not unlik building practice of today in ing walls of the molded ty concrete.

There are strong possib that 100 years from now co will be the universal materi home building.

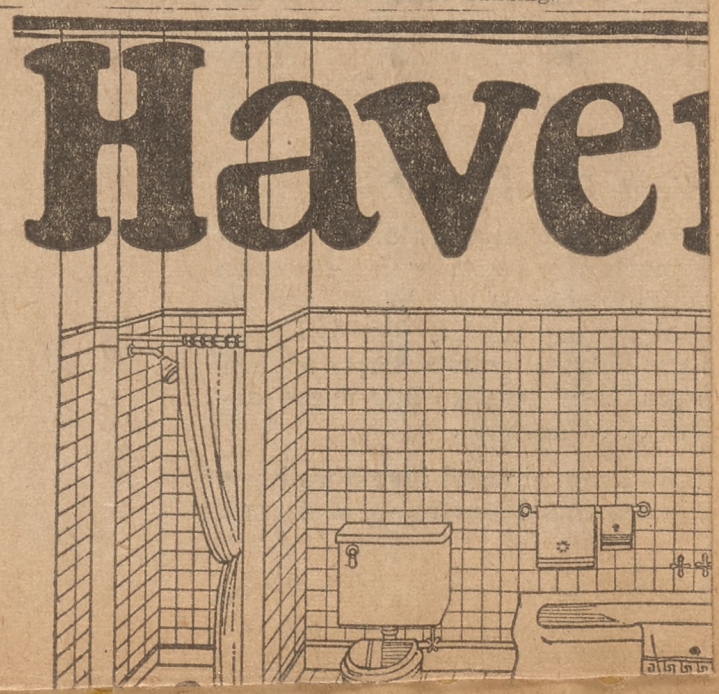
Ad No 153

The Greatest Residential Subdivision in the West.

Space 6 Col x 18"

Sunday April 8th.

L A Times
L A Examiner



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LONG BEACH
Geo. W. Bruner
116 Pacific Ave.
Phone 629-70

REDONDO
H. H. Towle
Main Lobby
Redondo Hotel
Phone 5005

kind of life, t

The Greatest Residential Subdivision in the West

If the First Palos Verdes Development Area could be laid down in the heart of Los Angeles it would stretch from the Southern Pacific Depot to Westlake Park, South from Westlake Park to Exposition Park and from there back to the junction of Jefferson and Central Avenues. From this great Subdivision and all additional subdivisions, the holders of Palos Verdes NON-CONVERTIBLE SUBSCRIPTIONS will get the SUBDIVIDER'S PROFITS.

Suppose a friend should stop you on the street and say, "I just became part owner in the biggest and finest subdivision in the West." You would listen eagerly and congratulate him on his great good fortune, for you know of the money that is being made by subdividing California lands.

This advertisement says to you: "You may become a part owner of the greatest residential subdivision in the West and share in all the SUBDIVIDER'S PROFITS."

So far as we know, this is the first opportunity ever presented to the man or woman with moderate sums for investment to share in the profits made from subdividing and improving residential and business property.

Why Palos Verdes Notes Should Yield a Profit

Land in Palos Verdes Estates cost the Underwriters (the subscribers) only $312.50 per acre wholesale. Adjacent acreage is valued from 5 to 10 times as high.

Unsurpassed Ocean Frontage

Palos Verdes Estates seems designed by Nature for the site of an unusual residential city. Mounting one above the other, a series of natural terraces provides magnificent locations for permanent homes, and the contour of the land is such that the ocean view can never be taken away.

Retail Land Profits Intact

There is *now* a heavy demand for this property from which the RETAIL LAND PROFITS HAVE NEVER BEEN TAKEN. These profits, and all others, go to the Non-convertible Subscribers.

In the Path of Population

The steady movement of Greater Los Angeles towards the sea (growth was 1200% in the direction of Palos Verdes from 1910-20) has surrounded the Estates with Cities—Redondo, El Segundo, Lomita, Harbor City, San Pedro, Long Beach, every one of them busy, growing communities.

Consider These Facts

Read this paragraph carefully and consider how the facts in it point to fine profits for Palos Verdes investors:

Land bought at a low wholesale price with the retail profits intact; unsurpassed ocean frontage for which there is a demand now; modern improvements now being put in; business and home sites to be offered the public in the near future; the population of Greater Los Angeles moving directly towards Palos Verdes Estates!

Where have you ever found so many profit making elements combined in one offer? And combined, so that you get not only pro-rata ownership in all lands and assets of the undertaking, but share in all of the SUBDIVIDER'S PROFITS.

Convenient Purchase Plan

Palos Verdes Non-Convertible Subscriptions, with the opportunity to share in all profits in the greatest subdivision in the West, are offered on surprisingly easy terms. A small payment down and the balance conveniently spread over 36 months makes it easy to buy these desirable certificates of ownership.

More than 7000 keen, shrewd investors have studied and analyzed this investment and then subscribed.

Your judgment as an investor will tell you that this is a money-making opportunity unparalleled in the history of land development.

The General Sales Office is open from 9 a. m. to 10 p. m. Come in. Learn the facts. Draw your own conclusions.

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Ad No 154

You can Get Sub-
--Divider's Profits

Space 4 Col x 15"

Apr. 11th, L A Exam.

Apr. 13th L A Times

Apr. 14th L A Herald

Apr. 14th L A Expres

that has maintained its 'white ... district ... dependent ... "We a... ...ering some very choice ... Sixth ...

SUNDAY Los Angeles Sunday Times. MAR... 1923.—PA...

...INCREASE ...CITY ... ...rside W...

NEW SUBDIVISIONS APPROVED

City Planning Commission Committee Considers Maps of Twenty-six Tracts

Twenty-six maps of sub-divisio... were reviewed by the sub-divi... committee of the City P... Commission at t... ly. Twe... approv... approved ... ject to changes ... ements of the ... project and ... dona... condition that an alley back of ... business frontage be made twenty ... in width. Tract 6407 north ... or Institute Place and west of ... Oxford avenue, was approved sub... ject to the widening of a business ... frontage alley. ... 5481, north ... west of McCla... e and south ... ...t of Mu... avenue, ... provided, ... provision ... formed ... with ... and ... ...shi... ...et, ...e dedicated ... ...ide of the tract ... Valerio street be widened ... in width. Tract 6412, north ... ...idge street and ea... ...app... ...street; Tract 6282, west of Spaulding street and south of Pickford street; tract 6312 at Figueroa and One Hundredth ... ...

You can get Subdividers Profit

Read the clipping reprinted abo...

Who will make the big profits ...m the twenty-six subdivisions reviewed by the Planning Commission?

Will it be the man or woman ho buys one or two lots at retail? Or, w it be the subdivider who takes a profit ...m every piece of land in the tract?

Why not get some of the subdivider's ...fit yourself! You can easily do so by investi in Palos Verdes Non-Convertible Subscripns which will share in every profit to be madeom the greatest residential subdivision in Souern California. The first development area corins 3200 acres. *It is as big as Hollywood.*

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1923

BUILDING

What Expert Advice Means to Builders of Modern Homes

BY ELMER GREY

Prepared for the Allied Architects' Association of Los Angeles

DR. CHARLES ELIOT of Harvard fame, I believe it was, who said that confidence in experts was one of the surest signs of intelligence.

Elmer Grey

Why should we have confidence in experts?

Surely not because experts are men who want their own way frequently, and we should pamper them in this!

Doctor Eliot would hardly have intended his remark to mean that.

It is because this old world of ours and this old world's life have finally become very big and complex things, and because wise men appreciate this and know that they cannot begin to compass all the knowledge accumulated in them, but must turn for much of their information to others.

But, you may say, experts make mistakes!

So they do, sometimes, but they are not nearly as apt to in any matter in which they have specialized as the man who has not so specialized.

This is quite true in the department of life having to do with the planning of a home.

Most any man can plan some kind of a house, but not the kind that is very satisfactory to live in, or to be proud of.

The latter are seldom planned by any but those who have specialized in such work.

The freak houses on every hand, the dismal failure houses, and the so-called jazz houses are silent witnesses to the attempts of many misguided individuals to get along without specialized advice in such matters.

Silent witnesses! Indeed, some of these pathetic wrecks almost cry their failure aloud to passers by!

I have no doubt that it was not only the going to experts for certain kinds of advice that Dr. Elliot had in mind when he made the above statement.

Undoubtedly he also thought of the wisdom of relying on such advice after it is given.

And this, too, applies to home building.

Many a house otherwise good has has been ruined because a specialist's advice was asked for but ignored in some important detail.

Any artistic creation to be a success must be so all over, not merely in part.

If one were to engage Paderewski to play a sonata, one would not undertake to alter some of his notes.

If a painter were commissioned to paint a picture, only very foolish people would try to dictate his method of doing it.

The same applies to house planning.

A successful house is so because it is harmonious in all its parts.

To alter a vital part is to destroy the harmony of the whole, and thus make failure of what otherwise would have been success.

Rapid Strides Made in City Zoning Throughout Country

Reports received from many cities throughout the country, as well as the United States Department of Commerce, show that New York State ranks first in the percentage of population living in zoned municipalities.

Eighty-one per cent of the urban population of New York State is now residing in communities which have zoning ordinances in effect.

In the number of communities which are zoned New Jersey leads with thirty-one; New York is second with seventeen; California third, with fourteen; Illinois fourth, with ten; Ohio fifth with nine, and Massachusetts and Wisconsin following with six each.

More than 15,000,000 people live in zoned cities, towns and villages, according to information received by the Division of Building and Housing of the Department of Commerce.

Computations show that the homes of 27 per cent of the total urban population of the country are located in zoned municipalities, and it follows that most of these homes are protected from intrusion of garages, stores, warehouses or manufacturing plants.

Zoning regulations provide, by a neighborly kind of agreement, that a city or town shall be divided into districts in which the uses for which structures may be built, their maximum height and the area of the lot which they may cover are established.

In line with the zoning plan certain districts are set aside for residences, for apartment houses, for office buildings and for manufacturing.

Ample provision is made for normal growth of business and industrial districts, but the builder of a garage or factory is not allowed to erect it within a residential neighborhood regardless of the annoyance and money losses inflicted on surrounding home owners.

The department's investigation shows that in 1922 the spread of zoning was especially rapid in smaller places.

Fourteen towns with 5000 to 10,000 inhabitants were zoned during the year, bringing the total zoned towns in this class to seventeen. The percentage of large cities which have already zoned remains much greater, of course, and of the fifty largest cities in the country twenty-two have zoning ordinances in effect.

In the entire country 109 cities, towns and villages were zoned on January 1, 1923, as compared with fifty-five just one year before.

New York, the largest city in the country, has been zoned since 1916, and, in contrast, the smallest zoned community had only 131 inhabitants, according to the 1920 census.

Eighty-one per cent of the urban population of New York State lives in zoned municipalities.

YOU CAN SAVE ON BUILDING MATERIAL

There are hundreds and hundreds of shrewd buyers who have taken advantage of the opportunity to combine the low grades of new and some second hand materials from our wrecking yards, to put up a building with the utmost economy. Glance over these items and see the

MODEL SUM

Drawing of a summer beach lodge roof. The cost will be in the tects' Association of Los Ang

Hints for Hom

FRONT YARD PLANTING

BY RALPH

Master in Lands

THE individualism of the average American is probably at once his saving grace in business and progress, and his besetting sin in certain of his communal relationships.

Most of us are willing to co-operate with our neighbor along any line at all, as long as his ideas do not conflict with ours, but when it comes to matters of community interest and beauty it may take some persuading to convince our inner man that his first impulses and strong desires are not always the best, either for the community or himself.

The overage urban dweller is probably limited to a front yard fifty feet in width, with his house placed at a very slightly variable distance from the street line.

Whether his street frontage is fifty feet or one hundred and fifty he can not escape from the fact that the scope of his garden activity is held within very definite and limited confines—that his boundaries are narrow, stiff and rigid.

If he wishes a secluded garden for himself, it must generally be located at the side or the rear of the house.

It is usually inevitable that the front yard is open to the public gaze, and that it should be planted with this unavoidable condition in mind.

Realizing this fact, the small home owner should bear with his neighbor, should have due consideration for the improvements and planting that have preceded him and should try to make his planting harmonize with that of the neighborhood, rather than to stand out as a striking example of something different.

There are, no doubt, few of us who do not feel the quiet and restfulness of a well maintained residence block in which the buildings are of harmonious design and construction, the planting is carried

HOME FOR NURSES

Architect Robert H. Orr is preparing preliminary plans for a nurses' home, to be erected at 1322 North Vermont avenue, for the Hollywood Hospital Company. It will contain accommodations for eighty nurses with social parlors, reading room

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22

Palos Verdes Selection Maps on Exhibition Tomorrow

First proofs of the great map from which holders of Convertible Subscriptions will select their homesites at cost will be on exhibition at the Sales Offices, 929 South Broadway, tomorrow and all this week. On Friday, April twenty-seventh, copies will be distributed to all Convertible Subscribers. Actual selection of land in the magnificent Palos Verdes Estates may begin immediately thereafter.

Eighteen months ago the creation of plans for an ideal residential district on the splendid terraces of the Palos Verdes Rancho was a dream of engineers, architects, city-planners and a few far-seeing business men.

Busy Drafting Room, Redondo Headquarters

Today Palos Verdes Estates is a triumph for Los Angeles; a tribute to the vision, determination and unfaltering faith of more than seven thousand investors.

Step by step obstacles have been overcome. Delays, inevitable to a project so great, have never turned the high purpose of the founders—to establish on the magnificent sea shore between Redondo and San Pedro the best conceived, most splendidly planned residential section that America knows.

A Great Step Forward

The announcement made here, and most important, that the Selection Maps are completed, means that the first step of this great PLANNING has been accomplished. It means that a city-planning undertaking comparable to the planning of Washington, D. C., has been accomplished. It means that the holder of convertible Subscriptions may select home or business sites, knowing in advance exactly the kind of development he may expect. He may choose his land secure in the knowledge that the most competent staff of engineers in America, headed by the famous Olmstead Brothers of Brookline, Mass., have given to these plans the best of their knowledge and experience.

Land Selections April 28

Beginning April 28 Convertible Subscribers may select homesites for the cost of bare land and improvements. It is inevitable with this announcement that these subscriptions should rise in price and in a few months bring good profits.

Remember that the first development area has been purchased for only $312.50 per acre, and is held by the Trustee free and clear of incumbrance. Adjacent unimproved lands are valued at from $1500 to $7000 per acre.

Invest in Non-Convertible Subscriptions

If you now hold Convertible Subscriptions, invest whatever additional funds you can spare in Non-Convertible Subscriptions.

Land sales in the First Development Area will begin about June 1. To every foot of land in Palos Verdes Estates offered the public the SUBDIVIDER'S PROFIT will be added. These profits will be distributed to the Non-Convertible Subscribers.

Map Showing Location of Palos Verdes Estates

Why not make the profits from Non-Convertible Subscriptions pay for a home in Palos Verdes on the land that you may select after April 27? These subscriptions may now be had for only 110.

Heavy Demand for Land Now

The advance demand for homesites indicates that there will be an astonishing sale of property when Palos Verdes Estates are opened to the public.

You who have had the foresight to get your land at cost by buying Convertible Notes, *should have also the foresight to profit from* RETAIL LAND SALES.

Non-Convertibles Will Increase

With the rapid development going on (see the photographs taken last week) and the land sales to begin June 1, it is certain that Non-Convertibles will rise in price. They are 110 now. This is the time to subscribe and take advantage of the easy payment plan.

Graders at work on first of Palos Verdes Boulevards. Photographs taken last Wednesday

See the Selection Maps Tomorrow

Come into the General Sales Office, 929 South Broadway. See the great SELECTION MAPS. Talk over the matter *with men who know every inch of the ground*, and learn about the opportunity to get some of the subdivider's profit from this great enterprise.

DISTRICT REPRESENTATIVES

BAKERSFIELD
Suiter & Co.
1514 20th St.
Phone 1069

HOLLYWOOD
Grant E. Dolge
7060 Hollywood Blvd.
Phone 57444

REDONDO
H. H. Towle
Main Lobby
Redondo Hotel
Phone 5005

FULLERTON
W. A. Moore
112½ N. Spadra St.

DISTRICT REPRESENTATIVES

GLENDALE
Wm. F. Carroll
635 N. Isabel St.
Phone 2467-W

LONG BEACH
Geo. W. Bruner
116 Pacific Ave.
Phone 629-70

SAN PEDRO
Frank Buell
523 Beacon St.
Phone 370

Palos Verdes Estates

General Sales Offices 929 South Broadway

HENRY CLARKE —Director of Sales

COMMONWEALTH TRUST CO., Trustee

Ad No 154

You can Get Sub-
--Divider's Profits

Space 4 Col x 15"

Apr. 11th, L A Exam.

Apr. 13th L A Times

Apr. 14th L A Herald

Apr. 14th L A Expres

that has maintained its 'white ... district ... dependent ... "We a... ...ering some very choice ... Sixth ...

SUNDAY Los Angeles Sunday Times. MAR... 1923.—PA...

...INCREASE ...CITY ... ...rside W...

NEW SUBDIVISIONS APPROVED

City Planning Commission Committee Considers Maps of Twenty-six Tracts

Twenty-six maps of sub-divisio... were reviewed by the sub-divi... committee of the City P... Commission at t... ly. Twe... approv... approved ... ject to changes ... ements of the ... project and ... dona... condition that an alley back of ... business frontage be made twenty ... in width. Tract 6407 north ... or Institute Place and west of ... Oxford avenue, was approved sub... ject to the widening of a business ... frontage alley. ... 5481, north ... west of McCla... e and south ... ...t of Mu... avenue, ... provided, ... provision ... formed ... with ... and ... ...shi... ...et, ...e dedicated ... ...ide of the tract ... Valerio street be widened ... in width. Tract 6412, north ... ...idge street and ea... ...app... ...street; Tract 6282, west of Spaulding street and south of Pickford street; tract 6312 at Figueroa and One Hundredth ... ...

You can get Subdividers Profit

Read the clipping reprinted abo...

Who will make the big profits ...m the twenty-six subdivisions reviewed by the Planning Commission?

Will it be the man or woman ho buys one or two lots at retail? Or, w it be the subdivider who takes a profit ...m every piece of land in the tract?

Why not get some of the subdivider's ...fit yourself! You can easily do so by investi in Palos Verdes Non-Convertible Subscripns which will share in every profit to be madeom the greatest residential subdivision in Souern California. The first development area corins 3200 acres. *It is as big as Hollywood.*

At 110, the present price, Palos Vdes Non-Convertible Subscriptions are an inest-ment without parallel in the history of landevelopment. Subscriptions make you a ubdivider—a pro rata owner in 3200 acres of agnificent land and other assets. And youvill get your share of all profits made from theale of splendid ocean frontage, business and home sites.

Come to the General Sales Office, 92 S. Broadway. You owe it to yourself to learn ow Palos Verdes Subscriptions bring you the ubdivider's profits.

[A deferred payment plan, requiring only a small payment down and balanc over 36 months, makes it easy to becom a Palos Verdes Non-Convertible Sub scriber.]

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Phone 5005

BUILDI

Los
SUNDA

What Expert Advice Means to Builders of Modern Homes

BY ELMER GREY

Prepared for the Allied Architects' Association of Los Angeles

DR. CHARLES ELIOT of Harvard fame, I believe it was, who said that confidence in experts was one of the surest signs of intelligence.

Elmer Grey

Why should we have confidence in experts?

Surely not because experts are men who want their own way frequently, and we should pamper them in this!

Doctor Eliot would hardly have intended his remark to mean that.

It is because this old world of ours and this old world's life have finally become very big and complex things, and because wise men appreciate this and know that they cannot begin to compass all the knowledge accumulated in them, but must turn for much of their information to others.

But, you may say, experts make mistakes!

So they do, sometimes, but they are not nearly as apt to in any matter in which they have specialized as the man who has not so specialized.

This is quite true in the department of life having to do with the planning of a home.

Most any man can plan some kind of a house, but not the kind that is very satisfactory to live in, or to be proud of.

The latter are seldom planned by any but those who have specialized in such work.

The freak houses on every hand, the dismal failure houses, and the so-called jazz houses are silent witnesses to the attempts of many misguided individuals to get along without specialized advice in such matters.

Silent witnesses! Indeed, some of these pathetic wrecks almost cry their failure aloud to passers by!

I have no doubt that it was not only the going to experts for certain kinds of advice that Dr. Elliot had in mind when he made the above statement.

Undoubtedly he also thought of the wisdom of relying on such advice after it is given.

And this, too, applies to home building.

Many a house otherwise good has has been ruined because a specialist's advice was asked for but ignored in some important detail.

Any artistic creation to be a success must be so all over, not merely in part.

If one were to engage Paderewski to play a sonata, one would not undertake to alter some of his notes.

If a painter were commissioned to paint a picture, only very foolish people would try to dictate his method of doing it.

The same applies to house planning.

A successful house is so because it is harmonious in all its parts.

To alter a vital part is to destroy the harmony of the whole, and thus make failure of what otherwise would have been success.

Rapid Strides Made in City Zoning Throughout Country

Reports received from many cities throughout the country, as well as the United States Department of Commerce, show that New York State ranks first in the percentage of population living in zoned municipalities.

Eighty-one per cent of the urban population of New York State is now residing in communities which have zoning ordinances in effect.

In the number of communities which are zoned New Jersey leads with thirty-one; New York is second with seventeen; California third, with fourteen; Illinois fourth, with ten; Ohio fifth with nine, and Massachusetts and Wisconsin following with six each.

More than 15,000,000 people live in zoned cities, towns and villages, according to information received by the Division of Building and Housing of the Department of Commerce.

Computations show that the homes of 27 per cent of the total urban population of the country are located in zoned municipalities, and it follows that most of these homes are protected from intrusion of garages, stores, warehouses or manufacturing plants.

Zoning regulations provide, by a neighborly kind of agreement, that a city or town shall be divided into districts in which the uses for which structures may be built, their maximum height and the area of the lot which they may cover are established.

In line with the zoning plan certain districts are set aside for residences, for apartment houses, for office buildings and for manufacturing.

Ample provision is made for normal growth of business and industrial districts, but the builder of a garage or factory is not allowed to erect it within a residential neighborhood regardless of the annoyance and money losses inflicted on surrounding home owners.

The department's investigation shows that in 1922 the spread of zoning was especially rapid in smaller places.

Fourteen towns with 5000 to 10,000 inhabitants were zoned during the year, bringing the total zoned towns in this class to seventeen. The percentage of large cities which have already zoned remains much greater, of course, and of the fifty largest cities in the country twenty-two have zoning ordinances in effect.

In the entire country 109 cities, towns and villages were zoned on January 1, 1923, as compared with fifty-five just one year before.

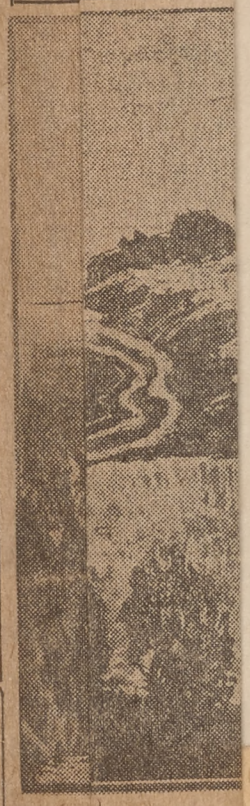
New York, the largest city in the country, has been zoned since 1916, and, in contrast, the smallest zoned community had only 131 inhabitants, according to the 1920 census.

Eighty-one per cent of the urban population of New York State lives in zoned municipalities.

YOU CAN SAVE ON BUILDING MATERIAL

There are hundreds and hundreds of shrewd buyers who have taken advantage of the opportunity to combine the low grades of new and some second hand materials from our wrecking yards, to put up a building with the utmost economy. Glance over these items and see the

MMER



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FRG ON A FI

D. CORNELL

cape Architect

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out in a uni trees are of The beaut to the "jazz as many treatment lots upon it A few ge the small help to the though the statements follow. Most hou pearance b foundation along their As viewe should ha masses at If there trees and perspective planted at house to background Space do ing of tree areas of a monly don entrance w Such tr size out with the s ruin oppor Such op voted to la Shrubber the back along the The cent kept in lo Whether daries of nized shou eral chara Often, lawn may street wa with strik Consider adding to ment the property

HO Archite- ing prelis' home, to h Vermont d Hospital in accommo s, with soon,

BANK A Architec prepared one-story building nando ro for Dan Logan.

AD NO. 156.
2 Col x 8"
L A Herald Tues. April 17th
L A Record Tues. April 17th

$78,000 MAP on Exhibition

First proofs of the Palos Verdes Land Selection Maps, completed at a cost of approximately $78,000, are on display at 929 S. Broadway. You are invited to inspect this splendidly conceived plan for an ideal residential and business district along the sea shore between Redondo and San Pedro. It is the work of America's foremost engineers and architects. Hours 9 a. m. to 10 p. m. 929 S. Broadway.

Ad No 158.
2 col x 8"
L A Express, Thursday 1[illegible]

to Realtors OF CALIFORNIA

Palos Verdes Estates invites you to inspect what we consider the finest example of subdivision planning in America—the Palos Verdes Estates Land Selection Map. It is the work of America's most eminent engineers.

You are welcome any time [illegible] a m to 10 p m

Pioneer Mill Co.....

AD NO. 157
2 Col x 8"
L A Examiner
Wed. April 18th

To Club Women OF CALIFORNIA

Every woman interested in adequate school reservations, playgrounds, parks and better city living conditions is invited to inspect the first proofs of the Palos Verdes Land Selection Maps.

These maps represent the best thought of American landscape architects, engineers and city planners. They offer an illustration of how it is possible to insure permanently beautiful and ye *practical* residential and busines districts.

Hours: 9 a. m.-10 p. m. 929 S Broadway.

9-21

AD NO 159 - 2 Col x 8"
L A Times Friday April 20th

To Business Men OF LOS ANGELES

A residential and business subdivision plan, comparable in scope and breadth of foresight with the permanent plans of Washington, D. C., has just been completed in Los Angeles. It is the Palos Verdes Land Selection Map now being exhibited (in first proof) at 929 So. Broadway.

You are invited to inspect this work which represents the best thought of American architects, city planners and engineers. Hours 9 a.m. to 10 p.m. 929 So. Broadway.

...s, president; Harry Philp, vice-president; W. Y. Smither, general | spacious lobby. With a large [illegible] place. On this floor will also be | [illegible] and private parlors as

Will Your Profit

You ought to have a home

How are you going to do both?

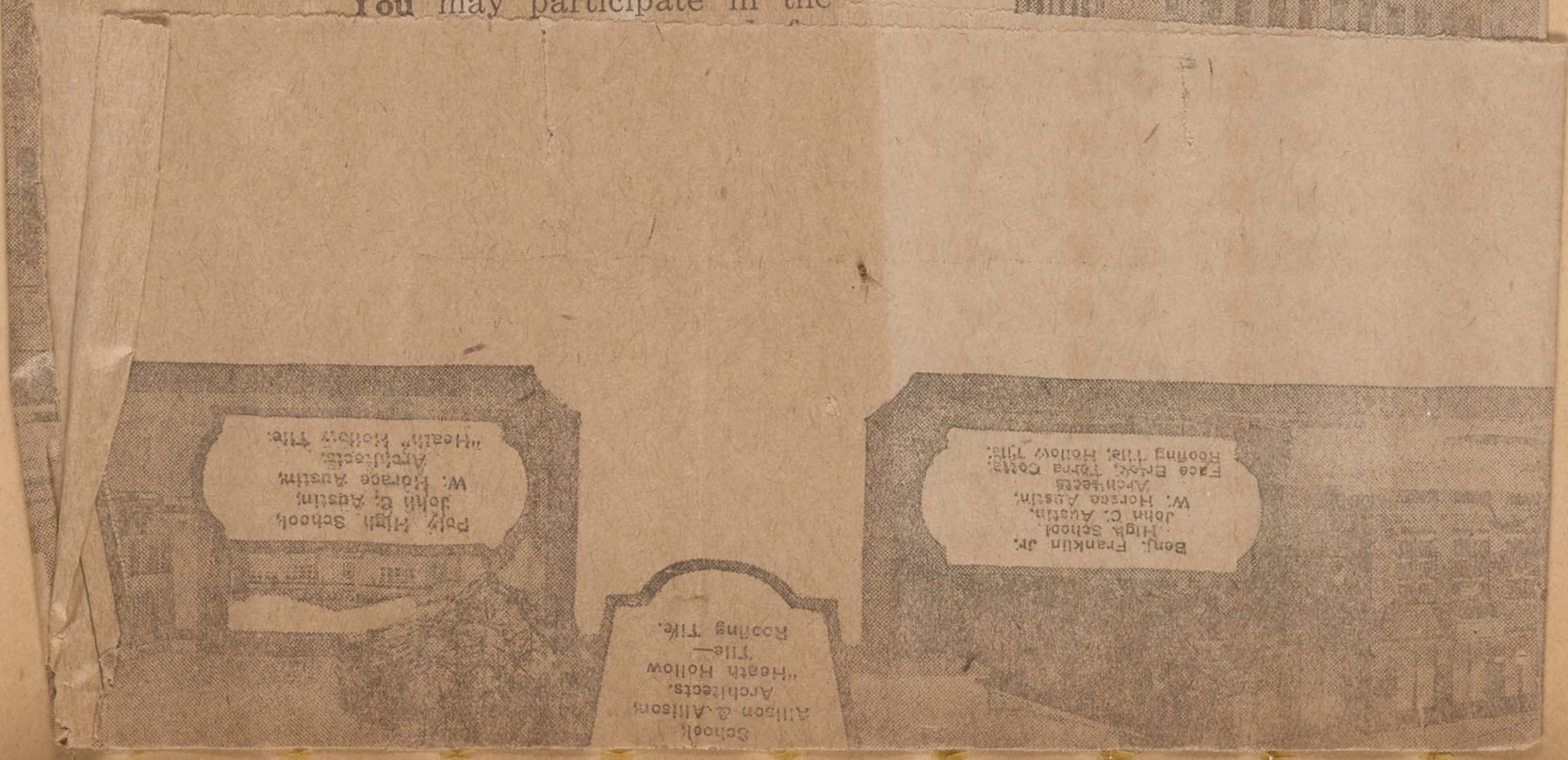
Here is a plan that should enable you to get your home from your investment profits.

How Money Is Made

Have you ever realized that the **first** profit from residential property always goes to the Subdivider? Subdivider's Profits have made hundreds of men rich. It is not unusual to make as much as 200%!

Subdivider's Profit for You

You may participate in the



Ad No 160

Will Your Profits Pay for Your Home?

Space 4 Col x 15"

Sat. April 21st.

L A Express
L A Herald

Sunday April 22nd.

L A Times
L A Examiner

AD NO. 156.
2 Col x 8"
L A Herald Tues. April 17th
L A Record Tues. April 17th

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Ad No 158.
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L A Express, Thursday
19

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You are invited to inspect this work which represents the best thought of American architects, city planners and engineers. Hours 9 a.m. to 10 p.m. 929 So. Broadway.

Will Your Profits Pay for Your Home?

You ought to have a home and you ought to make profitable investments

How are you going to do both?

Here is a plan that should enable you to get your home from your investment profits.

How Money Is Made

Have you ever realized that the **first** profit from residential property always goes to the Subdivider? Subdivider's Profits have made hundreds of men rich. It is not unusual to make as much as 200%!

Subdivider's Profit for You

You may participate in the Subdivider's Profit to be made from the Biggest Residential Subdivision in the West. Palos Verdes Non-Convertible Subscriptions, still available at the low price of 110, make you a Subdivider—a part owner—in the magnificent Palos Verdes Estates. **You get the first profits from the sale** of home and business sites that have **the retail profits intact.**

Your profits should pay for your home!

Is It Too Much To Expect?

Are we overstating the profit possibilities in Palos Verdes Non-Convertible Notes?

Think about this:

Los Angeles County land values are increasing at the rate of Fifty Million Dollars per year.

Resale of

Convertible Subscriptions

The resale of a limited number of Convertible Subscriptions presents investors and homeseekers a chance to secure these much-sought-after securities at only 125. These subscriptions are convertible into home or business sites at the ACTUAL COST of the land plus the cost of improvements. Convertibles are only sold with an equal number of Non-Convertible Subscriptions.

Land selections, in order of Convertible Subscription serial numbers, begin April 28 and close May 27.

Proofs of the great Land Selection Map are now on exhibition at the general Sales Office, 929 South Broadway, and also at the offices of the District Representatives.

Palos Verdes land was bought at wholesale for only $312.50 per acre, far under valuations of adjacent properties.

Ask the Long Beach Man

The SELLING VALUE of every first class, desirable residential or business property in Long Beach, Redondo, San Pedro, Santa Monica or Los Angeles is today from Ten to a Thousand times what is cost the man who bought at the price of unimproved land.

Can you imagine a better investment than Palos Verdes Non-Convertibles which represent OWNERSHIP in this splendid seashore residential district?

Deferred Payment Plan

In making Palos Verdes subscriptions only a small initial payment is required. The remainder is spread over 36 months, with interest at 7%.

More than seven thousand investors have carefully investigated the profit possibilities and now hold millions of dollars in subscriptions. Many of them expect to make their profits pay for their homes.

You can have a home and you can make your investments pay for it. Investigate and judge for yourself. The General Sales Office, 929 So. Broadway, is open from 9 a.m. to 10 p.m.

Palos Verdes Estates

General Sales Offices 929 South Broadway

HENRY CLARKE—Director of Sales

COMMONWEALTH TRUST CO., Trustee

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116 Pacific Ave.
Phone 629-70

SAN PEDRO
Frank Buell
523 Beacon St.
Phone 370

PASADENA
Robert H. Negley
56 Holly St.
(Bet. Raymond and Fair Oaks)

Palos Verdes Estates,
929 S. Broadway,
Los Angeles, Calif.

Please send me full information about how I can make my investment profits pay for my home.

Name .....

Address .....

City .....

Ad No 161

Selection Maps to be
Distributed Tomorrow.

Space 3 col x 11"

Friday April 27th

L A Times
L A Herald

Selection Maps to be distributed Tomorrow

Land Selection Maps will be distributed to holders of Palos Verdes Convertible Subscriptions, beginning tomorrow.

Ad No 161 A

Palos Verdes
Selection Maps to be
Distributed today.

Space 3 col x 11"

Saturday April 28th

L A Express
L a Record
L A Examiner

Selection Maps to be Distributed Today

Land Selection Maps will be distributed to holders of Palos Verdes Convertible Subscriptions, beginning today.

Call at any of the offices listed below, present your *receipts* or *priority cards*, and receive your map. All offices will be open until 10 P. M. tonight, and all day tomorrow. Men who know the property thoroughly will be there to explain the maps and selection plan and give you all the information you need to enable you to select your homesite.

Get Your Maps First

Be sure and get your Selection Maps from one of the offices listed below before you go to the property. No maps will be distributed there.

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Phone L. B. 629-70

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Robert H. Negley
56 Holly St.
Fair Oaks 7242

REDONDO
H. H. Towle
Main Lobby, Redondo Hotel
Phone 5005

SAN PEDRO
Frank Buell
523 Beacon St.
Phone S. P. 370.

SANTA MONICA BAY DISTRICT
Towle and Neff
1045 Ocean Ave., Santa Monica
Phone 23914

EPIC VOYAGE AT END

Junk Amoy Casts Anchor After Strenuous Battle With Elements Across Pacific Wastes

BY WILLIAM M. CONSELMAN

If the camphorwood timbers of the junk Amoy could talk, what an epic of the ocean, what a salt-rimed chronicle of man's battle with the elements they could tell! Moored to a wharf on Terminal Island, the Amoy rides on the placid waters of Los Angeles Harbor, an exotic, bright-colored figure surrounded by drab powerboats and workaday vessels. It is an authentic bit of the Orient in a setting of modern occidental industry, representative of seafaring traditions that have not changed since Marco Polo wrote of his travels.

Steam has superseded sails, belching monsters with bowels of machinery have vanquished Neptune's cohorts, but the Amoy, a page from a forgotten book, brings back recollections of a day when an ocean voyage was fraught with danger and romance and mystery.

No less romantic than the junk itself is its crew, which at present consists of Capt. Thomas Waard, master, Choy Yee, his Chinese wife, first mate, and Robert, their 10-year-old son, able seaman. These three sailed the Amoy from Victoria, B. C., to Seattle, thence to San Francisco, and from there to Los Angeles Harbor.

When they came from Amoy, China, to Shanghai, they picked up three Chinese who asserted they were sailors and who were eager for the trans-Pacific trip to Victoria. But when, after an eighty-seven day battle, the junk limped wearily into the Canadian port, the Chinese promptly deserted, calling upon all their gods to witness that they were done with the sea forever.

"They were no good to us, anyway," says Choy Yee. "No sailormen. All time sick and scared."

Despite her sex, Choy Yee, herself, might be ranked as a first-class sailorman. Besides standing six-hour tricks at the tiller and acting as ship's cook, she understands the principles of navigation and can handle sails as efficiently as the saltiest A. B. who ever fisted a line.

Capt. Waard, skipper of the gallant little craft, is a Hollander who has followed the sea since he was 11 years of age, and who has spent the greater part of his 50 years in the Orient. As a captain he has navigated the seven seas and as a port official he has become wise in the ways of the East. Two years ago he decided to take a well-earned vacation, so he built the Amoy and set off on a world cruise.

He is a sturdy, twinkling-eyed individual who looks as though he might be able to spin a yarn or two. But the Odyssey of Amoy and her eighty-seven day voyage he dismissed with a phrase or two.

"It was a hard cruise," he said. "We had more than our share of foul weather and accidents. But we got across."

Mrs. Ward corroborated this. She speaks excellent English.

"We lost rudder twice," she said in her soft, slow voice. "Once in a storm we had to saw off bowsprit to make jury rudder. And three anchors we lost. Things look pretty bad for us sometimes."

"And I didn't get sick once," said little Robert, who stood his watches with the rest of the crew.

RULES THE WAVES

It took four months to build the Amoy, with Capt. Waard himself, doing most of the work. The little junk is sixty-nine feet long, has an eighteen-foot beam and a five-foot draught. It is of twenty-three tons displacement. Because it is so light, the captain explained, it ships very little water, even in the heaviest weather, since it rides on top of the waves instead of ploughing through them as heavier ships do.

The hull of the junk is camphorwood, and the masts and decks are Chinese fir. There are three masts and six sails—fore, main, mizzen, jib, balloon jib and flying stay-sail. The latter is the characteristic junk—or lugsail, with bamboo ribs. When the junk is under full sail it can make ten knots. One man can handle all the sails.

The Amoy has no wheel. It is steered by a tiller to which two tackles are fastened, thus using the power of leverage. One interesting feature of the junk is that everything on it was made by hand, even the tackle blocks.

LIFE IN OCEAN WAVE

The interior is a marvel of neatness and compactness. It exemplifies the sea-going maxim "A place for everything and everything in its place." Amidships is the captain's quarters, two small cabins handsomely fitted out in Chinese style, with many curios that Capt. Ward has picked up in his travels. The joss whose power is supposed to protect Chinese sailors has a prominent place, and there are unique wood carvings

Expert
Live Stock Auctioneers
Col. Ben A. Rhodes
Harlan Dailey
Harold B. Rhodes
Col. John A. Davis

AUCTIONS

45 Head of Young Dairy Cows 45
At the Rhoades & Rhoades Sales Pavilion at HYNES,
MONDAY, MAY 14TH, AT 10 A.M.
Including a choice selection of either strictly fresh or heavy springing Holsteins and Guernseys. Drive out today and inspect this good offering.
JACK STADLER, Owner. RHOADES & RHOADES, Auctioneers.

35 Head of High-Class Holsteins 35
At the Rhoades & Rhoades Sales Pavilion at HYNES,
TUESDAY, MAY 15TH, AT 10 A.M.
A consignment of strictly A-1 young dairy Holsteins that will suit the most particular buyer. The owner drove a good many hundred miles in the San Joaquin Valley to select 35 head of Holsteins that were young, well marked, big, growthy individuals with true dairy conformation and all be either just fresh or heavy springers. Arrange to attend this sale.
H. FROELICH, Owner. RHOADES & RHOADES, Auctioneers.

50 Head of High-Class Holstein Cows 50
At the Funge & Spane Sales Pavilion, ½ mile south of HYNES,
WEDNESDAY, MAY 16TH, AT 10 A.M.
We believe this to be even a better lot of dairy Holsteins than we sold on April 25th, which competent judges pronounced to be the finest lot of grade Holsteins ever sold on the coast. Everything in the offering is either strictly fresh or ready to drop a calf in a few days after the sale. Come and look them over prior to the sale.
FUNGE & SPANE, Owners. RHOADES & RHOADES, Auctioneers.

35 Head of Choice Cows 35
Tuberculin Tested
At our dairy, one mile south of DOWNEY,
THURSDAY, MAY 17TH, AT 10 A.M.
Nearly all Holsteins, a few choice Jerseys and Guernseys. All tuberculin tested. A large number of fresh cows pouring out the milk. Some very choice heavy springers. Don't pass up this sale if you want real producers. Also a good young Holstein Bull.
Gordon & Overland, Owners. RHOADES & RHOADES, Auctioneers.

40 Head of High-Class Holsteins 40
Tuberculin Tested
At the Rhoades & Rhoades Sales Pavilion at HYNES,
FRIDAY, MAY 18TH, AT 10 A.M.
The owner is retiring from the retail dairy business and closing out his entire herd of tuberculin tested dairy cows, including a large number either strictly fresh or heavy springers. You are cordially invited to inspect them prior to the sale.
ANTONIO ARCO, Owner. RHOADES & RHOADES, Auctioneers.

Complete Dispersal Sale

Oriental

Ad No 162

Hundreds of Men
At Work -

Space 7 col x 20"

Sunday May 13th

L A Times
L A Examiner

Wednesday May 16th

Long Beach Press
Redondo Breeze
San Pedro News

Thursday May 17th

Long Beach Sun
San Pedro Pilot
Pasadena Star News

Friday May 18th

Santa Monica Outlook

Tuesday May 29th

Long Beach Telegram

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Distributed Tomorrow.

Space 3 col x 11"

Friday April 27th

L A Times
L A Herald

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Frank Buell
523 Beacon St.
Phone S. P. 370

SANTA MONICA BAY DISTRICT
Towle and Neff
1045 Ocean Ave., Santa Monica
Phone 23914

Ad No 161 A

Palos Verdes
Selection Maps to be
Distributed today.

Space 3 col x 11"

Saturday April 28th

L A Express
L a Record
L A Examiner

Mr. Homebuilder, Mr. Speculator, where can you buy HIGH CLASS LOTS with water, gas, electricity, [illegible] for

Bring $10 Deposit and Get Yours *NOW*. EASY TERMS.

Many Lots With 100-foot Frontage
Twenty Minutes From Broadway

LOTS as Low as $400

Your last Chance to buy CLOSE IN lots at SLAUGHTER SALE Prices

Valley View Park

(True to Its Name)

[illegible] there were some way I could win her back. She wants the three of us to go to the mountains with a party of young people. But I wouldn't like to play second fiddle to the other girl. What would you do in my place? Remember, I love her so very much.—H. S.

Perhaps, if you don't seem quite so dependent on her friendship, she may seek you again. Some people are so constituted that as soon as they think a person likes them, they begin to dislike them in return. I think it would be well for you to give some of your time to other girls, too. Evidently your chum doesn't think as much of you as you do of her, and so it isn't worth while to waste too much time over her. Besides making new friends will add to your experiences and give you new view-

[illegible] a good deal of useful information concerning places of interest to visit. We have no relatives working on this line and do not know the names of the men, with the exception of two, but in these days when there is so much fault found with conditions on the street cars, I feel it to be my duty to speak of the many acts of courtesy which I have witnessed while riding on the East Seventh car line. Why is it that people are so stingy with the words of praise and so lavish with word of blame? We have been readers of The Record from the first week to date. May its circulation be like the brook, and go on forever. If this communication may meet the eyes and cheer the hearts of the men of whom it was written, I shall feel very grateful.—Mrs. John Paul Jones.

"But strange enough, each woman has once made up her mind she is talking to a responsible party and ask the questions on her mind she will come directly to the point.

"She knows what she wants and learn and she wastes no words.

"The average man knows what he wants to learn, no doubt. But 'hums' and 'haws' and beats around the bush with pleasantries and generalities before he comes to the matter in hand.

"Men like to shake hands.

"Women very rarely offer to shake hands.

Home Life

"Women want to know about a candidate's home life; whether he has any children, and whether he is good to his wife.

"Men never make any queries along that line.

"Women are personal in their

Hundreds of men at work Palos Verdes Estates

Steel-jawed shovels are cutting roadways.

With holders of Convertible Subscriptions selecting homesites and hundreds of men at work on either construction or engineering tasks, the development of the finest and largest residential subdivision in the West—Palos Verdes Estates—is forging ahead.

Spanish Type Clubhouse To Overlook Malaga Cove

A beautiful Spanish type clubhouse is to be erected at once on a sightly terrace in the Malaga Heights section. Plans are completed. Bids will be requested *this week.*

The club building will contain a large lounge room dining room, kitchen, servants' quarters, etc., and a number of bedrooms for a week-end or permanent guests. Rising from one story to three, the building will form a "tower" from which the magnificent expanse of Palos Verdes may be viewed.

Six Thousand Feet of Grading Completed

The six thousand-foot boulevard leading into Palos Verdes from the Redondo side is graded and surfacing will start at once.

Construction crews are now at work opening new roads to the Northeast Townside and the West Townside. The Zenith Road—a scenic road leading over the crest of the hills—is also under way. Other crews are working on the coast road.

Non-Convertible Subscribers May Now Have Selection Maps

A copy of the great five-color selection map, each containing ten pages two feet wide and three feet long will be presented to NON-CONVERTIBLE SUBSCRIBERS upon request.

A special arrangement makes a limited distribution of these maps possible.

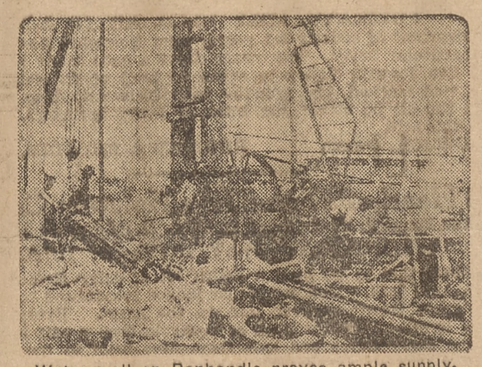
Call at any of the offices listed below.

Pierpont and Walter S. Arch.
Architect's Drawing—Clubhouse

Community Golf Course Now Being Planned

Plans are being made for the community golf course. The course will be full eighteen holes with turf fairways and greens. It will be designed by one of the best-known golf architects.

It is expected that play may begin on this course early next year. This course will be open to every Palos Verdes resident or subscriber. It will be the only course in greater Los Angeles cooled by direct ocean breezes in the summer.



Water well on Panhandle proves ample supply.

First Well Proves Ample Water Supply

The drilling of the first water well has disclosed water resources that exceeded expectations and abundant supply of water can be developed as needed.

Nursery To Be Established

A nursery for the growing of plants, ornamental shrubs and trees is being established. Homesite selectors will soon be able to secure, from from a supply right on the Estates, growing things with which to beautify their property.

Convertible Subscribers Should Act Promptly

The right of priority in land selections for CONVERTIBLE SUBSCRIBERS terminates May 26.

All holders of Convertibles should secure their selection maps immediately and exercise their choice of LAND. We have a small number of Convertible Subscriptions for resale at 125, in combination with an equal number of NON--Convertibles at 110.

Call at the General Sales office, 929 So. Broadway, for full particulars about these subscriptions which bring your choice of LAND.

HENRY CLARKE
Director of Sales
General Sales Offices,
929 South Broadway
Los Angeles

DISTRICT REPRESENTATIVES

HOLLYWOOD
Grant E. Dolge
7060 Hollywood Blvd.
Phone 57444

REDONDO
H. H. Towle
Main Lobby
Redondo Hotel
Phone 5005

LONG BEACH
Geo. W. Bruner
116 Pacific Ave.
Phone L. B. 629-70

SAN PEDRO
Frank Buell
523 Beacon St.
Phone S. P. 370

PASADENA
Robert H. Negley
6 East Holly St.
Fair Oaks 7242

SANTA MONICA BAY
DISTRICT
Neff
5 Ocean Ave.
Santa Monica
Phone 23914

BAKERSFIELD
Suiter & Co.
1514 20th St.
Phone 1069

GLENDALE
Wm. F. Carroll
635 N. Isabel St.
Phone 2467-W

COMMONWEALTH TRUST CO.
TRUSTEE
Lane Mortgage Bldg.,
Los Angeles.

Ad No 163

7,000 investors - in Palos Verdes Estates.

Space 6 Col x 18"

Saturday May 19th

L A Herald
L A Express

Sunday May 20th

L A Examiner
L A Times

Schools and Colleges

On June 1 new evening classes in all branches of automatic work will be started at the new National Autotive school, Figueroa street and Santa Barbara. All evening instruction will be practical and will cover the same ground as the regular day classes, so that men employed in the day can obtain complete automotive training now without interferring with their regular day work. Owing to the fact that he class in each branch of the work will be strictly limited, all men interested are requested to make arrangements to enroll at once, as no enrollments will be accepted after the classes begin.

Instruction will be given in all departments of the school, on Mondays, Wednesdays and Fridays, and all students are promised automotive jobs in or near Los Angeles as soon as they complete training. Special courses in repair work, automotive electricity, oxy-acetylene welding, battery building and machine shop work will be open for enrollments up to June 1.

* * *

The Chouinard School of Art is to have an interesting out-of-doors' painting class this summer, under the personal direction of Mrs. Nelbert Murphy Chouinard, who will conduct the class once a week.

Mrs. Chouinard has been a resident of Southern California for many years and has sketched and painted in almost every nook and corner of the state.

* * *

On Monday evening several members of Zoellner Conservatory will be presented in a joint recital at the conservatory on Windsor boulevard. The program will be an exceptionally varied one, for those to appear are Dona Ghroy, Marion Ralston, Anne McPherson, Charles Wakefield Cadman, and the Zoellner quartet. At the conclusion of the program there will be a reception with the faculty receiving, assisted by Mrs. Joseph Zoeellner, sr., Mrs. Amandus Zoellner, and Mrs. Joseph Zoellner, jr.

On Friday evening, May 25, Dona Ghroy, prima donna soprano, will give a recital at Zoellner conservatory. She will be assisted by Joseph Zoellner, jr., piano, and the Zoellner quartet. Dona Ghroy has spent many years in Europe under such celebrated teachers as Lilli Lehmann and Heimann.

Madam Ghroy was under contract with the distinguished composer Leoncavallo to star in a season, consisting only of his opera and under his direction. Dona Ghroy heads the vocal department at the Zoellner conservatory and though here only a short time has already quite a large following.

* * *

A unique method of instruction, devised by Cecil Stewart, instructor in the Y. M. C. A. College Preparatory school, gives members of the public speaking class actual experience in speaking under differing conditions. Last week they met around the banquet table to hear a "distinguished speaker from South America" and were required to re-

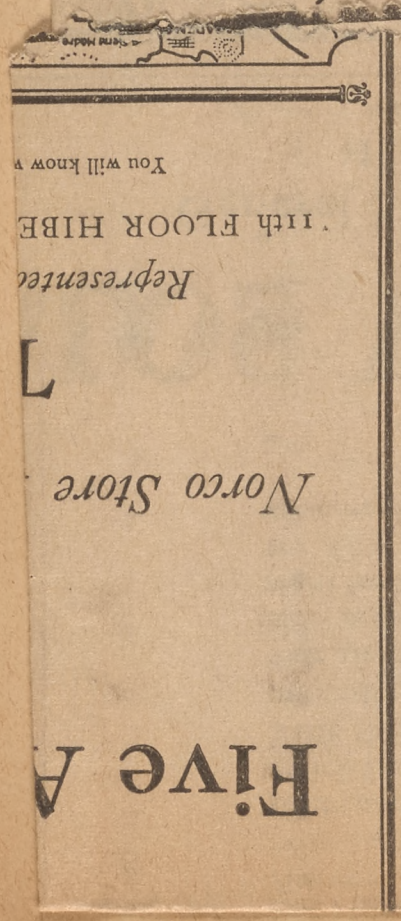
rs-
Estates

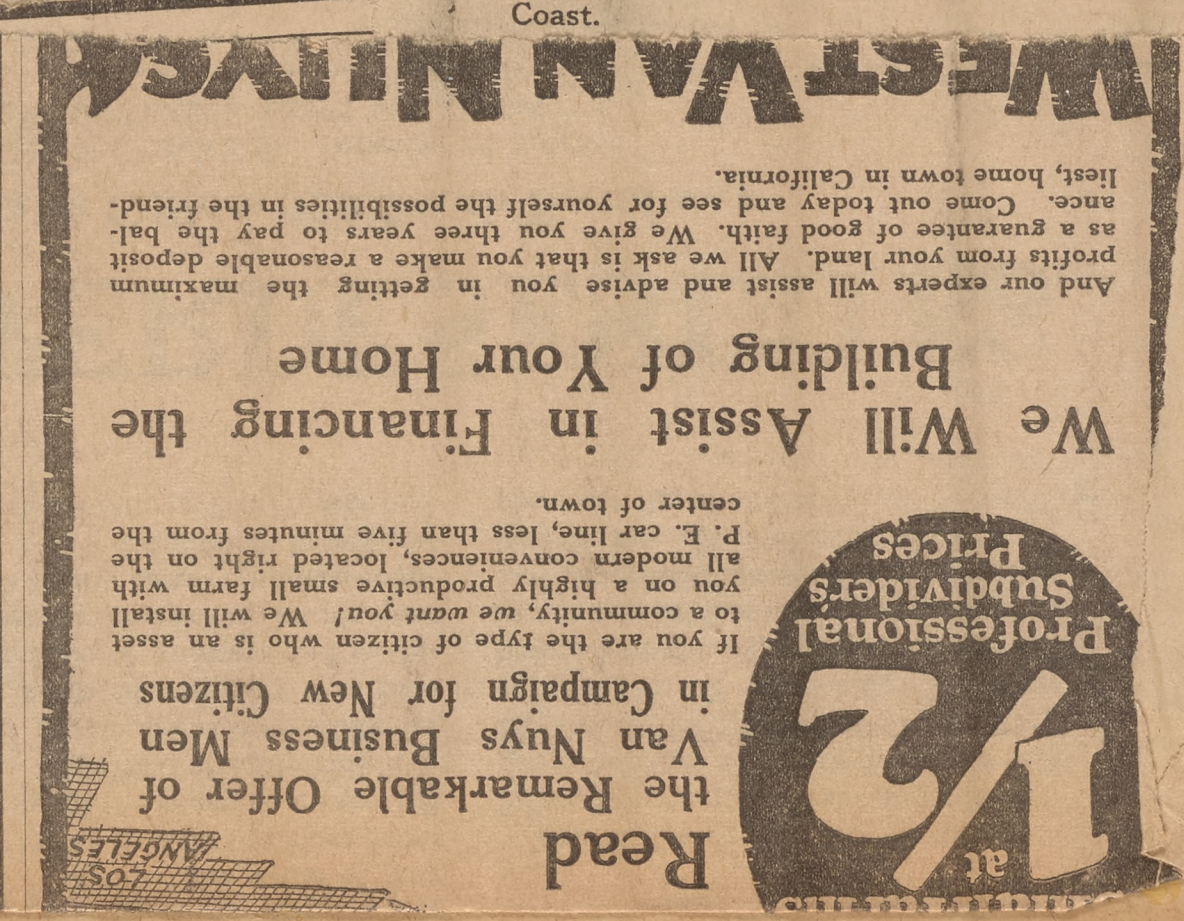
NOr

tes, laid out by expert city
up in Palos Verdes Estates
of Convertible Subscrip-
ard of his foresight. He is
at cost, in the finest and
ision in the West.

Came; They Saw

Newport developments on the Atlantic Coast.





WEST VAN NUYS

Read the Remarkable Offer of Van Nuys Business Men in Campaign for New Citizens

If you are the type of citizen who is an asset to a community, *we want you!* We will install you on a highly productive small farm with all modern conveniences, located right on the P. E. car line, less than five minutes from the center of town.

Professional Subdividers Prices

We Will Assist in Financing the Building of Your Home

And our experts will assist and advise you in getting the maximum profits from your land. All we ask is that you make a reasonable deposit as a guarantee of good faith. We give you three years to pay the balance. Come out today and see for yourself the possibilities in the friendliest, home town in California.

Five A

Norco Store

Represente

ith FLOOR HIRE

You will know

PLEA IS MADE FOR PARKS

Canadian Speaking to City Club Tells of Nation and World's Need for Playgrounds

Voicing a vigorous plea for the preservation of the great natur parks of North America, J. C. Campbell, director of the Bureau of C nadian National Parks, in an address before the City Club yesterd told his audience that if America allows her wonderful parks to be co verted into Coney Islands the generations to come will know nothi but brick, mortar and stone and will be ignorant of the natural gran eur with which God has blessed the New World.

known as 'Friends of Our National Parks,'" said Mr. Campbell. "It seems a pity that the formation of such an organization should have been necessary, for surely every citizen of the United States and Canada should be a friend of our national parks which contribute so largely to the health, joy and education of the people.

"Our great parks should be considered not only as the playgrounds of the people of this continent, but also, in a larger sense, as the property of the world," said the speaker. "If it should be r mored that steps were being ta en to destroy the Pyramids or t Sphynx, America would be the fi country to protest against su vandalism, and yet it seems di cult to arouse public enthusias sufficient to protect your o beautiful public property."

Mr. Campbell's address was illu trated by views of the Canadi wonderland along the Ban Windermere international hig way and by pictures showing t care being bestowed upon the wil animal life of the North.

Auction Sales

To be conducted by Members of Los Angeles Auctioneers' Association The Times is the Official Exclusive Newspaper Advertising Medium for t Association.

AUCTION

Your Greatest Opportunity

Thursday June 14th at 10 a. m.

The entire equipment of the beautiful

5th Street Chocolate Shop

211 West 5th Street, Opposite Alexandria Hotel

Consisting in part of: Dishes, silverware, glassware, linen, hammered brass trays, a complete soda fountain, cash register, plate glass candy cases, electric dish washing machines, electric meat cutter, complete kitchen equipment, electric fans and motors, complete dining-room equipment, piece by piece.

You may never have an opportunity to purchase such standard equipment at AUCTION again.

ATTENTION ! ! ! Hotel and Restaurant Men Attend This Sale.

C. H. O'CONNOR & SON, Auctioneers

309 Bank of Italy Bldg. 820-451

AUCTION

TUESDAY, 10 A. M.

3416 SOUTH MAIN ST.

Parlor, Dining and Bed Room furniture; 50 new Ivory Dressers; Gas Ranges; Ice Boxes; Chairs; Rockers; Upright Piano; Phonograph; good assortment of rugs. All have been consigned to us to be sold by the piece regardless of price.

Southwest Auction House
S. Baran, Auctioneer So. 198

AUCTION

Wed., June

Auction—V

513

(Sale of Home
7-ROOM BUN

A GEM IN COLONIAL ARCHITECTURE. One of the most attractively arranged homes in L. A. Located on lot 75x150. Amid beautiful surroundings, overlooking Hollywood and the city. Ideally planned for large airy

Ad No 164

Grand Opening - Palos Verdes Estates

Space --

Sunday June 10th

L A Examiner
L A Times

1933

7,000 investors— in Palos Verdes Estates

Hundreds of new homesites, laid out by expert city planners, have been taken up in Palos Verdes Estates this week. The holder of Convertible Subscriptions is reaping the reward of his foresight. He is selecting choice property at cost, in the finest and largest residential subdivision in the West.

This amazing rapid selection of land is worth looking into, for it indicates what will happen when the public has its first opportunity, early in June, to buy home and business sites in these magnificent Estates.

You who were not lucky enough to secure Convertible Subscriptions still have a chance to share in the profits to be made from the sale of land. Seven thousand other investors, most of them living right here in Southern California, have looked into the profit possibilities and now hold millions of dollars of Palos Verdes subscriptions.

This Is the Property

If the first Palos Verdes Development Area could be laid down in the heart of Los Angeles it would stretch from the Southern Pacific Depot to Westlake Park, south from Westlake Park to Exposition Park, from there to the junction of Jefferson and Central Avenues. Consider the value of this area, located as it is on the most beautiful portion of the ocean shore toward which Los Angeles is steadily building. Visit this development and study its naturally terraced contours that provide thousands of intimate and exclusive oceanside homesites, knolls just right for a dainty cottage, superb country estates—all surpassing in natural advantages the famous Bar Harbor and Newport developments on the Atlantic Coast.

This is the investment opportunity offered you, *before any subdivider's profit is added.*

The New Developments

Every homesite, even the smallest, in Palos Verdes, has been laid out separately, to obtain the full advantage of the beautiful natural contours of the land, and to blend in a completely harmonious development. This tremendous task has been accomplished in almost incredibly brief time by the ablest landscape engineers in America. Six thousand feet of road has been built; the Malaga Heights Clubhouse has been designed and opened for bids, and every day sees new value built into this property, far in excess of actual improvement costs.

How to Invest

You still may buy Non-Convertible Subscriptions exclusively and get your pro rata share of profits from the sale of land to the general public, starting early in June. You probably have never before had the opportunity of sharing in the profits from land subdivision in Los Angeles County. We urge you to investigate. For full information, telephone, write, or call at

Non-Convertible Subscribers May Now Have Selection Maps

A copy of the great five-color land selection map, containing ten pages, each two feet wide and three feet long, will be presented to NON-CONVERTIBLE SUBSCRIBERS upon request.

This map shows all the restrictions, reservations, gives streets, boulevards and hundreds of other interesting facts you will want to know about this wonderful residential section.

Call at any of the offices below, show your receipt and a map will be presented free of charge.

DISTRICT REPRESENTATIVES

HOLLYWOOD
Grant E. Dolge
7060 Hollywood Blvd.
Phone 57444

REDONDO
H. H. Towle
Main Lobby
Redondo Hotel
Phone 5005

LONG BEACH
Geo. W. Bruner
116 Pacific Ave.
Phone L. B. 629-70

SAN PEDRO
Frank Buell
523 Beacon St.
Phone S. P. 370

PASADENA
Robert H. Negley
56 East Holly St.
Fair Oaks 7242

SANTA MONICA BAY DISTRICT
L. Neff
1045 Ocean Ave.
Santa Monica
Phone 23914

BAKERSFIELD
Suiter & Co.
1514 20th St.
Phone 1069

GLENDALE
Wm. F. Carroll

PALOS VERDES ESTATES

General Sales Offices 929 South Broadway

HENRY CLARKE—Director of Sales

COMMONWEALTH TRUST CO., Trustee.

GRAND OPENING

Palos Verdes Estates Next Sunday, June 17

STUNT flying, dancing, concerts, athletic contests, aqua-planing and "one hundred and one" other events will mark the GRAND OPENING of PALOS VERDES ESTATES next Sunday.

Bring the family and have the biggest, most enjoyable day of your life. There will be entertainment and fun for every one. We are out to celebrate the opening of the finest residential district in the West and it will the "biggest, most colossal, stupendous and overwhelming" party that you ever attended.

Make up your mind right now to COME. You will have a hilariously good time.

This Will Beat a Three-Ring Circus

Four airplanes will perform unusual and thrilling stunts during the day. There will be solo trick flights, races and squad maneuvers. Planes piloted by Frank Clark, Earl Daugherty and Lieuts. Bruner and Towle of the Palos Verdes Sales force.

Spanish Dancers

Three beautiful Spanish dancers will execute dances of extraordinary grace and finish. They are Senoritas Margareta Casa, Dovena Garcia, Lucila Normana with Senorita Sarita Gilla as accompanist. These performers come from successful professional engagements. They are "favoritas" of the discriminating.

Aqua-Planing

Haig Priest, prize winner at the Olympic Games in Stockholm, will give a thrilling exhibition of aqua-planing. Towed by a speed boat he will do stunts that will hold you spellbound.

Boy Scout Flag Raising

The Boy Scouts, under the leadership of Scout Executive Gould of the Redondo District, will raise the American Flag above Palos Verdes Estates. Veterans of the Grand Army of the Republic will fire salutes.

Hollywood American Legion Band

The splendid Hollywood American Legion Band will give concerts during the day. This Band of forty-five pieces is considered one of the finest in Southern California.

Dancing All Day

Ira Gay's untamed, syncopated jazz artists, direct from the Hollywood Hotel, will rend the sea breezes with music that will make your toes tingle. A big, new dance floor has been especially constructed. Dancing will be free.

Big Kiddies' Tent

Bring the kiddies along. A special KIDDIES' TENT will be ready for them, with playground teachers in charge. The Pied Piper of Hamlin, and a corps of Kiltie Pipers will help amuse them. Balloons and souvenir toys for every youngster. A physician will be in attendance all day at the KIDDIES' TENT.

Athletic Events

For those who want to test their prowess there will be plenty of athletic events, including a tug-of-war, modified marathon and novelty races.

A baseball game will be played in the afternoon. Big Leaguers from all of the well-known bushes will be on the diamond.

Free Coffee for Every One

Hundreds of gallons of **good** coffee will be ready and it will be free. Plenty of tables for basket lunches. Sandwiches, ice cream, etc., will be sold at cost.

Reduced Tickets on Sale Wednesday

By special arrangement round-trip tickets will be on sale at the Palos Verdes Sales Office, 929 So. Broadway, next Wednesday morning. Price only 60 cents round trip. Special trains will run from the **Hill Street Pacific Electric Depot.**

Big Fageol motor busses will meet the trains and carry everybody **free,** right to the center of all attractions.

New Motor Road Open

The new road into Palos Verdes from the Redondo Boulevard will be open next Sunday. Traffic will be carefully policed by L. A. County police, assisted by the Boy Scouts.

Yacht Race off Malaga Cove

Under the auspices of the California Yacht Club, a special race off Malaga Cove will be contested by boats of the yawl and schooner class next Sunday.

The entire course will be in full view of spectators on Palos Verdes Estates.

Come to Our Celebration

California and ... nians to come to our big ... Sunday. Everything will be free. We want you to celebrate with us the opening of this splendid seashore residential district.

If this advertisement sounds like a three-ring circus to you—you have it exactly right. That's what we're planning—"a stupendous, colossal" rattling good time for everybody!

DON'T FORGET— NEXT SUNDAY —JUNE 17

PALOS VERDES ESTATES

General Sales Offices, 929 South Broadway

HENRY CLARKE—Director of Sales
COMMONWEALTH TRUST CO., Trustee

Ad No 164-1

Grand Opening

Space 2 x 15

Wednesday June 13th

L A Examiner

Thursday June 14th

San Pedro News
Long Bch Telegram

Friday June 15th

L A Times
L A Express
L A Record
San Pedro Pilot
Long Bch Press
Redondo Breeze
Santa Monica Outlook
Pasadena Star News

1923

164-1

Grand Open

Palos Verdes E

NEXT Sunday, June 17th Palos Verdes Estates will celebrate its public opening with a program of music, Spanish dancing, stunt airplane flying, athletic contests, aqua-planing and many other events.

You are invited to come; all entertainment free. Bring the family and have an enjoyable picnic day on these wonderful seashore estates.

THE PROGRAM

Four airplanes in special exhibition flying. Pilots: Frank Clark, Earl Daugherty, and Lieuts. Bruner and Towle, of the Palos Verdes sales staff

SPANISH DANCING

Senoritas Margarita Casa, Dovena Garcia and Lucila Normana in native costume dances. Senorita Sarita Gilla, accompanist.

AQUA-PLANING

Haig Priest, Olympic Games prize winner, in thrilling stunts in the *open ocean.*

FLAG RAISING

Boy Scouts, Redondo District, flag raising and drills. Salute by G. A. R. Veterans.

HOLLYWOOD LEGION BAND

Forty-five piece band will give special concerts, morning and afternoon.

FREE DANCING

Gay's Hotel Hollywood Orchestra. Nine pieces. New floor. Dancing all day.

KIDDIES TENT

Special games and amusements. Playground teachers in charge. Free toys. Pied Piper of Hamelin. Physician in attendance all day.

ATHLETIC CONTESTS

Sprint and distance races, modified Marathon, baseball, tug-of-war.

Bring a Picnic Lunch—Free Coffee

COME

Next Sunday, Ju

Ad No 164-2

Come Tomorrow

Saturday June 16t
2 x 15"

L A Examiner
L A Herald
L A Express

164-2

Come Tomorrow

Palos Verdes Estates

FROM eleven o'clock until sundown tomorrow there will be "big doings" at Palos Verdes Estates. The public opening of this magnificent new residential section will be celebrated with a program that is worth going miles to attend.

Read below about some of the attractions, then make up your mind to get out the "bus" and bring the family down. All entertainment will be free and special arrangements have been made for parking and traffic control. Let this invitation settle your plans for tomorrow.

THE PROGRAM

Four airplanes in special exhibition flying. Pilots: Frank Clark, Earl Daugherty, and Lieuts. Bruner and Towle, of the Palos Verdes sales staff.

SPANISH DANCING

Senoritas Margarita Casa, Dovena Garcia and Lucila Normana in native costume dances. Senorita Sarita Gilla, accompanist.

AQUA-PLANING

Haig Priest, Olympic Games prize winner, in thrilling stunts in the OPEN OCEAN.

FLAG RAISING

Boy Scouts, Redondo District, flag raising and drills. Salute by G. A. R. Veterans.

HOLLYWOOD LEGION BAND

Forty-five piece band will give special concerts, morning and afternoon.

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Gay's Hotel Hollywood Orchestra. Nine pieces. New floor. Dancing all day.

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Special games and amusements. Playground teachers in charge. Free toys. Pied Piper of Hamelin. Physician in attendance all day.

ATHLETIC CONTESTS

Sprint and distance races, modified Marathon, baseball, tug-of-war.

Bring a Picnic Lunch—Free Coffee

Yacht Race off Malaga Cove

Under auspices of the California Yacht Club, special races off Malaga Cove will be contested by yawls, sloops and schooners. Entire course in full view of spectators on Palos Verdes Estates.

How to Go

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. Plenty of signs and traffic police.

Reduced fare tickets via P. E. will be on sale at our sales office, 929 South Broadway, ONLY and will not be sold by P. E. agents or conductors on the trains.

Ample service will be provided by the P. E. Railway leaving Los Angeles MAIN STREET Station on the REDONDO BEACH via GARDENA line, OR the REDONDO BEACH via DEL REY line leaving the HILL STREET Station

GRAND

Opening Celebration

All roads lead to PALOS VERDES ESTATES

Opening Celebration TODAY

How To Go—

Come in your own machine if possible. Special arrangements parking.

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. Plenty of signs. L. A. County traffic police.

Reduced fare tickets via P. E. will be on sale until 1:30 p.m. today at our sales office, 929 So. Broadway, ONLY, and will not be sold by P. E. agents or conductors on the trains.

Ample service will be provided by the P. E. Railway, leaving Los Angeles MAIN STREET Station on the Redondo Beach via Gardena line; OR the Redondo Beach via Del Rey line leaving the HILL STREET Station.

FREE dancing

PALOS VERDES ESTATES

Opening Celebration today

HOW TO GO— Come in your own machine if possible. Special arrangements for parking.

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. Plenty of signs. L. A. County traffic police.

Reduced fare tickets via P. E. will be on sale until 1:30 p.m. today at our sales office, 929 So. Broadway, ONLY, and will not be sold by P. E. agents or conductors on the trains.

Ample service will be provided by the P. E. Railway, leaving Los Angeles MAIN STREET Station on the Redondo Beach via Gardena line; OR the Redondo Beach via Del Rey line leaving the HILL

Stunt flying

PALOS VERDES ESTATES

Opening Celebration today

HOW TO GO— Come in your own machine if possible. Special arrangements for parking.

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn land, one block. Then take new road leading off to south into Palos Verdes tates. Plenty of signs. L. A. County traffic police.

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Yacht Race

Palos Verdes Estates today

HOW TO GO

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Ad No 165- 1

All Roads Lead to Palos Verdes Estates

Space 2 x 15"

Ad No 165-2

Stunt Flying

Space 2 x 7½"

Ad No 165-3

Free Dancing

Space 2 x 7"

Ad No 165-4

Yacht Race

Space 2 x 7"

Sunday June 17th

L A Examiner
L A Times

Ad No 164-1

Grand Opening

Space 2 x 15

Wednesday June 13th

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Pasadena Star News

1923

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Come Tomorrow

Saturday June 16t
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L A Herald
L A Express

Grand Opening

Palos Verdes Estates

NEXT Sunday, June 17th, Palos Verdes Estates will celebrate its public opening with a program of music, Spanish dancing, stunt airplane flying, athletic contests, aqua-planing and many other events.

You are invited to come; all entertainment free. Bring the family and have an enjoyable picnic day on these wonderful seashore estates.

THE PROGRAM

Four airplanes in special exhibition flying. Pilots: Frank Clark, Earl Daugherty, and Lieuts. Bruner and Towle, of the Palos Verdes sales staff

SPANISH DANCING

Senoritas Margarita Casa, Dovena Garcia and Lucila Normana in native costume dances. Senorita Sarita Gilla, accompanist.

AQUA-PLANING

Haig Priest, Olympic Games prize winner, in thrilling stunts in the *open ocean.*

FLAG RAISING

Boy Scouts, Redondo District, flag raising and drills. Salute by G. A. R. Veterans.

HOLLYWOOD LEGION BAND

Forty-five piece band will give special concerts, morning and afternoon.

FREE DANCING

Gay's Hotel Hollywood Orchestra. Nine pieces. New floor. Dancing all day.

KIDDIES TENT

Special games and amusements. Playground teachers in charge. Free toys. Pied Piper of Hamelin. Physician in attendance all day.

ATHLETIC CONTESTS

Sprint and distance races, modified Marathon, baseball, tug-of-war.

Bring a Picnic Lunch—Free Coffee

Yacht Race off Malaga Cove

Under auspices of the California Yacht Club, special races off Malaga Cove will be contested by yawls, sloops and schooners. Entire course in full view of spectators on Palos Verdes Estates.

How to Go

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. Plenty of signs and traffic police.

Reduced fare tickets via P. E. will be on sale at our sales office, 929 South Broadway, ONLY, and will not be sold by P. E. agents or conductors on the trains.

Ample service will be provided by the P. E. Railway leaving Los Angeles MAIN STREET Station on the REDONDO BEACH via GARDENA line; OR the REDONDO BEACH via DEL REY line leaving the HILL STREET Station.

COME

Next Sunday, June 17

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SIDE AND HILL-TOP LOTS—FIVE MINUTES' WALK FROM SUNSET BOULEVARD, TEN MINUTES' WALK FROM N. BROADWAY. BOUNDED BY ELYSIAN PARK. BY AUTO—FROM SUNSET BLVD. TURN NORTH ON PORTIA ST. TO SCOTT AVENUE, RIGHT ON SCOTT, TAKING CENTER DRIVE TO TRACT OFFICE ON THE PROPERTY. FROM NORTH BROADWAY TURN WEST ON BERNARD ST., ONE BLOCK, AND RIGHT ONTO LOOKOUT DRIVE, CONTINUE TO LILAC TERRACE AND TRACT OFFICE ON THE PROPERTY.

WHEN YOU ARRIVE YOUR JUDGMENT WILL GUIDE YOU.

FOR YOUR CONVENIENCE WE HAVE A BRANCH OFFICE AT 1297 SUNSET BLVD. (CORNER INNES AVE.), ALSO AT 979 N. BROADWAY (BETWEEN COLLEGE AND BERNARD STS.)

PHONE TRACT OFFICE, 111-99, AND ASK FOR ONE OF OUR SALESMEN TO CALL FOR YOU.

NEW AND DIFFERENT—SEE IT NOW!

Shore Brothers Company

7030 Hollywood Boulevard

Phone 570-770 and 579-315

"You Get All the Profits That Come With the Improvements"

All roads lead to PALOS VERDES ESTATES

Opening Celebration TODAY

How To Go—

Come in your own machine if possible. Special arrangements parking.

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. Plenty of signs. L. A. County traffic police.

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FREE dancing

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Stunt flying

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Yacht Race

Palos Verdes Estates today

HOW TO GO

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mple service will be provided he P. E. Railway, leaving Los eles MAIN STREET Station the Redondo Beach via Gar- line; OR the Redondo Beach Del Rey line leaving the HILL Station.

Ad No 165- 1

All Roads Lead to Palos Verdes Estates

Space 2 x 15"

Ad No 165-2

Stunt Flying

Space 2 x 7½"

Ad No 165-3

Free Dancing

Space 2 x 7"

Ad No 165-4

Yacht Race

Space 2 x 7"

Sunday June 17th

L A Examiner
L A Times

Ad No 165-5

Let's All Go

Space 2 x 6½"

Ad No 165-6

Come Today

Space 2 x 6"

Sunday June 17t

L A Examiner
L A Times

Let's all go!

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165-5

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Come today

165-6

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Ad No 165-7

Space 1 x 3"

Autoist's Road Notice.

Saturday June 16th

San Pedro News
Long Beach Press

...dianapolis at Columbus, ...

SOUTHERN ASSOCIATION.

...tlanta, 5; Little Rock, 2.
...obile, 7; Chattanooga, 4.
...emphis, 7; Birmingham, 3.
...ew Orleans, 7; Nashville, 1.

TEXAS LEAGUE.

...allas, 8; Beaumont, 2.
...ouston, 9; Shreveport, 1.
...alveston, 1; Fort Worth, 0.
...ichita Falls, 15; San Antonio,

THREE-EYE LEAGUE.

...ockford, 1; Danville, 9.
...ecatur, 8; Moline, 4.
...rre Haute, 4; Peoria, 0.
...oomington, 5; Evansville, 2.

WESTERN LEAGUE.

... games scheduled.

FIGHT RESULTS

...S ANGELES.—Sailor Ash- ... decisively outpointed Phil ...dore in their four-round main ... at the Hollywood American ...n Stadium last night.

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...STERDAY'S HOMERS.

...ller, Cubs, one; total nine.
...lk, White Sox, one; total, two.

...hind Mayor Jim Johnson of Shelby, guaranteed the other $50,000.

Another feature of the agreement was what amounted to a complete reorganization of the promotion work of the fight. It is understood that Great Falls bankers and business men, now that their money is invested, will have much more to say about how the enterprise is conducted. Dan Tracey, local hotel man, will probably be named to represent Great Falls interests in the fight promotion enterprise.

AUTOISTS

165-7

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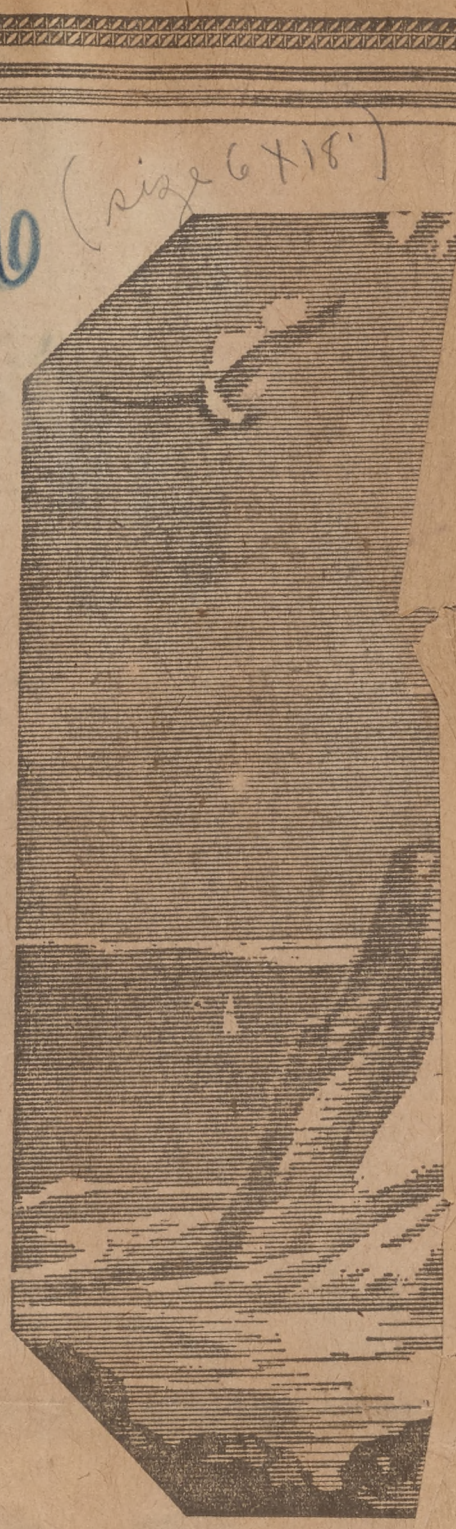
PALOS VERDES ESTATES

166 (size 6 x 18")



oof of this, witness the sta-
ompiled for the census years
910, 1900 and 1890, shown
table accompanying this ar-

items on this statement tell
markable story of progress.
pared with a period thirty
earlier, the public in 1920
three times as high wholesale
s for commodities, but paid
tically no more for transporta-
despite the fact that the rail-
s themselves had to pay the
er commodity prices and also
e required to pay three times
high wages. Their ability to
this rests principally upon the
reased efficiency attained by pri-
e railway management, as ex-
plified by the fact that for each
in moved one mile the railroads
oved nearly three times as many
affic units. Likewise, twice as
any traffic units were moved per
ollar of investment.

TRIPLE TRAFFIC UNITS

Abundance of transportation and he greater use made of it by the people is shown by the tripling of traffic units per mile of road and by the number of traffic units moved per person, the latter being as follows: 1890, 1,899; 1900, 2,-686; 1910, 4,110; 1920, 5,576.

It is true that since 1920 wholesale prices have fallen materially, particularly with respect to agricultural products, but there was also a reduction in rates in 1922. he comparison of prices and rates as of 1890 and November, 1922, being as follows:

reight rates increased fro 0.941 cents to 1.19 cents, or	19%
railway wages increased from $567 (1900) to $1643, or	189%
ndex number of wholesale prices of commodities increased form 82 to 156, or	90%

RATES ARE NOT HIGH

Thus the present railway rates are not only not high, as is the impression of many, but are remarkably low as compared with prices generally, and the ability to operate the railways with the small increase in rates above noted, whilst paying nearly triple the wages, which comprise two-thirds of the total operating expenses, with double prices of materials, is a remarkable tribute to private railway management and has resulted in saving enormous sums for the American people. Had no changes been made in railway practices, obviously it would have been necessary to raise railway rates to meet the rise in wages and commodities, and the saving to the public through holding down rates by advancement and progress in the

United States Bureau of Labor, 1913—100.

science of railroading is measured in billions of dollars annually.

EFFICIENCY CHARGES

Charges are made from time to time that private railway management is not obtaining the efficiency it should in conducting the railroads, statements being put forth that large sums would be saved through the institution of impracticable and unsound policies, an estimate made recently by an association of security owners and also made many years ago by an advocate of rate reductions before the Interstate Commerce Commission being an annual sum averaging $1,000,000 a day.

This sum, while large, is a mere bagatelle compared with what the railways have been able to accomplish through the economies they have practiced. For example: The lifting of the traffic units per train mile from 165.82 in 1890 to 488.93 in 1920 has been responsible for saving the movement of 2,349,235,-000 train miles in the year 1920, the value of which, computed at the average cost per train mile of that year, amounted to $6,742,-304,000, or $18,200,000 for each day of the year. Truly, these statistics show how the railroads have carried on.

PROUD OF ROADS

The people of the United States as well as the owners of the railways, have reason to be proud of their railway system and of the results obtained. No other country in the world in proportion to population has such abundant or cheap rail transportation as the United States. The railways have certainly met their obligations in the past quite as well as could have been expected despite repressive legislation and a rate of return on their investment most discouraging to the owners of the property desirous of improving their plant to secure its utmost efficiency and to provide facilities to meet any demands.

According to statistics of the Interstate Commerce Commission covering a period of thirty-two years, from 1891 to 1922, the only year in which the ratio of operating income to investment in railways exceeded 6 per cent was the war year of 1916. In twenty-one out of the thirty-two years the ratio of return was below 5 per cent, a rate entirely too low to secure improvements which often must be financed at a higher rat

1923

Ad No 166 A

All This Belongs
to You.

Space 6 x 18"

Sunday June 24th

L A Examiner
L A Times

Space 4 x 15"

Monday June 25th

L A Express

Tuesday June 26th

Long Bch Press
Redondo Breeze
S. Monica Outlook

Wednesday June 27th

Pasadena Star News
Long Bch Sun

Thursday June 28th

Long Bch Telegram
L A Herald

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"There is no place in

Ad No 165-5

Let's All Go

Space 2 x 6½"

Ad No 165-6

Come Today

Space 2 x 6"

Sunday June 17t

L A Examiner
L A Times

Let's all go!

PALOS VERDES ESTATES

Grand Opening Celebration

TODAY

Big Free Entertainment

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...emphis, 7; Birmingham, 3.
...ew Orleans, 7; Nashville, 1.

TEXAS LEAGUE.

...allas, 8; Beaumont, 2.
...ouston, 9; Shreveport, 1.
...alveston, 1; Fort Worth, 0.
...ichita Falls, 15; San Antonio, ...

THREE-EYE LEAGUE.

...ockford, 1; Danville, 9.
...ecatur, 8; Moline, 4.
...rre Haute, 4; Peoria, 0.
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PALOS VERDES ESTATES

166 (size 6X18")

166-A (size 4X15")

ALL THIS BELONGS TO YOU

NATURE built it first—noble terraces—soft slopes of rich earth, little beaches and coves—a bay blue as Naples, a sweep of distant mountains, and the illimitable ocean.

What a place for your home!

And now it's open for selection—Palos Verdes Estates—with each distinctive homesite preserved and protected in a complete unity. It is the only subdivision in Southern California designed by America's greatest landscape Architects, with parkways, golf course and winding avenues to help you enjoy this incomparable beauty every day of your life.

Think well where you will build your permanent home. Los Angeles is a city of fast growing values and swiftly changing neighborhoods—you see it everywhere. In Palos Verdes you are assured of a seaside home-estate forever established on artistic and restricted surroundings.

No other place compares with Palos Verdes.

Let us send you full information. Address—

A DESERVED TRIBUTE

For half a century, the firm of Olmsted Brothers, Brookline, Mass., have stood pre-eminent in America as landscape architects and engineers. Many wonderful estates, parks and public parks are their handiwork, including the Biltmore estate at Asheville, N. Car., Central Park, New York; Leland Stanford, Jr., and other famous campuses. Their services as Members of the Fine Arts Committee of the Lincoln Memorial have brought warm tribute from such conservative publications as the National Geographic. Olmsted Brothers, in undertaking and carrying through the landscape architecture of Palos Verdes Estates, have maintained the fine traditions of their organization in this, their first residential development design in Southern California.

Ask for information about soil, climate, sunshine, and terms of purchase.

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES*, COMMONWEALTH TRUST CO., TRUSTEE

HOLLYWOOD
Grant E. Dolge
7060 Hollywood Blvd. *Phone 57444*

REDONDO
H. H. Towle
Lobby Redondo Hotel. *Phone 5005*

LONG BEACH
Geo. W. Bruner
116 Pacific Ave. *Phone L. B. 629-70*

SANTA MONICA BAY DISTRICT
L. Neff
2045 Ocean Ave.
Phone 23914

PASADENA
Robert H. Negley
56 East Holly St. *Fair Oaks 7242*

GLENDALE
Wm. F. Carroll
635 N. Isabel St. *Phone 2467-W*

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#167

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ME by the sea—your ocean view forever
beautiful—your surroundings

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Los Ange

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Ventura Boulevard

Hollywood Park

Today's the day.
is afternoon to
party welcome in
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coming out toda
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place to live—
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South Sherman
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RMAN WAY.

Save This
for the Wate
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ALLWYN
PARK
Owned by
Allwyn
Investment
Company
Los Angeles

#169

"FR

OCEAN,

FRATERNAL AFFAIRS

s is a story depicting typical
nal spirit. A widowed mem-
f the American Yeomen, well
e sixties, and her invalid
nter were stranded in San
ardino. They were living in
odshed, both in poor health
nable to secure sufficient food.
Adair of the San Bernardino
estead learned of their con-
n and became active at once.
he secured them the total
ility benefit from the Yeomen,
found a man who donated a
ed lumber, the building trades
heir respective lines built a
e on the lot, painted and pa-
d it and connected the plumb-
—all in the true fraternal spirit.
he Yeoman even donated a goat
order that the family might
milk and another build a wire
e around the yard to keep the
from straying. One man
e at Mr. Adair because he had
d how much he owed for haul-
the lumber. And now the
se had been furnished.
esult— a happy elderly woman,
sing her daughter back to
th, daily bending her knees in
kfulness. Result—many hap-
members of the fraternity,
oy in the woman's happiness.

ODD FELLOWS

grand timeis is in store for the
esmen of Comus Sanctorum
216, O.O.H. and P., the eve-
of the 21st inst. when another
d of neophytes will make the
ney acress the hot sands of the
rt from the Oasis of Mojave,
achapi, Ventura, Santa Paula
Oxnard. The moonfest is to
accorded its full consideration
the chief on that occasion.
The semiannual installation of
cers of Los Angeles Lodge will
e place Wednesday evening in
Main-street Odd Fellows' Tem-
. The ceremony will be an open
ir to members' families and
ends.

District Deputy President of
ng Beach will instal the new-
elected officers of Paloma Re-
kah Lodge, Wednesday evening,
Fraternal Hall, 220 1-2 South
in street.

The Deputy Grand Patriarch of
kersfield instituted a new en-
pment of the Encampment Rite
d Fellows last week at Te-
chapi. Among the charter mem-
s are M. G. Hannaman and his
of Mojave, who formerly held
mbership in Orange Grove No.
A movement is under way to
anize an oriental sanctorum at
city in Kern county.

Semi-Tropic Lodge members
re visited last Tuesday by J. B.
Clone, Past Grand Master and
member of Mesa Lodge No. 58,
and Junction (Colo.) Mr. Mc-
ne has been spending a vaca-
in the Southland. He reported
Past Grand Sire Judge
y of Denver was in poor health
is now recovering at River-
. This lodge will conduct a joint
allation with Arbor Vitae Rebe-
Lodge Thursday evening. The
air will be open to the public.
range Grove Encampment con-
ed the patriarchal degree last
day evening on several candi-
es. In view of the installation
officers the 13th inst., however,
Golden Rule degree was de-
ed until the 20th inst. The in-
ation ceremony will be held in
open air.

Phoenix Lodge No. 2, with a
ee staff of seventy-five mem-
journeyed to Prescott (Ariz.)
special car, where Arizona
e No. 1 of Prescott conducted
ecial meeting for the purpose
onferring the third degree on
rge number of candidates.
y of the visitors remained for
Fourth of July celebrations.
nerican Lodge instals the eve-
of the 19th inst., in the K. P.
230 South Spring street.

AMERICAN YEOMEN

he annual memorial services
the Brotherhood of American
men were conducted in Cali-
nia Pacific Hall, 730 South
nd avenue, Friday evening,
e 29. Mrs. A. H. Hoffman, dis-
t manager of Des Moines and
nty superintendent of schools
re, was the guest of honor at
meeting. She is the wife of
preme Director Hoffman and
ked on the yeomen in her dis-
ct.

The evening of the 13th inst.
Juvenile orchestra of California
cific will give a benefit enter-
nment and dance at 730 South
and avenue.

A special prize will be given at
e picnic the 28th inst.

home of Lottie Johnson,
Gage street.

Poinsettia Homestead,
will conduct its regular
meeting Wednesday eve
18th inst., in Maple ave
ternal Hall, Lincoln and
streets.

Poinsettia Homestead, I
will conduct its picnic at
side Park the 28ht inst.
The same day at the sa
Union Homestead, No. 21
have its annual picnic. Th
be a weiner roast at night,
by a dance.

Woodbine Homestead, N
offers its members a soci
ning the 12th inst. A
meeting will be on the 26
Hawthorne Homestead, N
will conduct a business meet
18th inst.

Progressive Homestead,
dere, No. 5834, has schedule
cial night the 10th inst. and
iness meeting the 24th inst.,
pot supper. Thursday Rowen
cle will meet at Mrs. Georg
luer's home, 319 Hermosa a
Long Beach. All members
the Pacific Electric Station 9
Crescent Bay Homestead,
1383, meets at the Odd Fel
Hall, 1431 Third street,
Monica, the 19th inst. A social
arranged last Thursday evenin
Burbank Homestead, No.
meets tomorrow night in Love
Hall, over Mulvey's Drug Store.
Redondo Beach Homestead,
5258, meets Tuesday evening
the home of their Deputy,
Benzon, 412 South Elena stree

ORDER OF EAGLES

Los Angeles Aerie, No. 102, F.
E., has appointed a committee
welcome to greet a worthy brot
er, President Harding, on his a
rival in this city.

Forty-four new candidates we
initiated into the lodge last Thur
day evening and the ceremony wa
followed by various forms of en
tertainment and a hot lunch in th
rathskellar.

A willing band of workers vol
unteered to serve on the Kiddies
Day picnic at the Selig Zoo, Sun-
day, August 19, when all the poor
children of the city will be guests
of the order. All kinds of attrac-
tions suitable for young and old
will be afforded, and the members
of all the aeries in the Southland
have expressed their intention to
be present on the occasion.

Spirited speeches were delivered
on the "Good of the Order," by ex-
Assemblyman Jeffrey from Wyom-
ing, who introduced the old-age
pension bill of the Fraternal Order
of Eagles into the Assembly of that
State. Attorney Charles Van Aus-
tin, a prominent member of the
national Democratic party; Judge
Summerfield, Assemblyman Otto J.
Emme, Walter P. McNamara,
Thomas P. White, Griffith Jones,
John J. Craig, John P. Kelly, State
Vice-President, San Francisco;
Jerome Craite, George Dexter, ex-
pressed satisfaction at the growth
of the order in Los Angeles and
the necessity of larger quarters.

SONS OF REVOLUTION

At the convention of the Sons of
the Revolution in Boston, the Illi-
nois society and West Virginia so-
ciety challenged the California so-
ciety to a new membership cam-
paign for the remainder of the
year, not on total new members
obtained, but the pro-rata number
of new members, the total mem-
bership of each society January 1,
this year.

The Illinois and West Virginia
societies are much smaller than
the California society, but their ra-
tion of increase so far this year
is ahead of California. The Cali-
fornia society has during the first
half of the year added one new
member for each nine members it
had January 1. West Virginia so-
ciety has added one new member
for each seven members. The Illi-
nois society has added one new
member for each eight and one-
half members it had January 1.
This means that the California
society ratio of new growth is
slightly behind the other two so-
cieties, in spite of its far larger
total increase, during the past six
months, which of itself has bro-
ken all former records of new
membership growth in the country.

As California has led the entire
United States in total membership
gain for the past five years, and
is expecting to do it again this
year, it should also lead as to the
ratio of new growth of all socie-
ties of the country. California so
far has shown the spirit to win.
California can and will win. But
it means every eligible man who
can qualify in meeting

day, 11 a.m., July 11th

HOLLY

Not Appear Again.

of Angeles Mesa) then north to property.

ng Street. Get off at Angeles Mesa Drive, walk west to Chesle

IT SELLS!!! EASY TERMS.

THE MOST DISCRIMINATING

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visions. After Franklin Park is disposed of, together with a few

A wide expanse of rolling lowlands is also included in the vista

ing a
enth and Broadway.

"Over 1500 lots

#167

ESTATES BY THE SEA

A HOME by the sea—your ocean view forever protected, forever beautiful—your surroundings harmonious—isn't that what you'd like?

You may have it and more.

In Palos Verdes Estates each new curving terrace spreads before you the glory and majesty of the ocean—its blues and purples, its surges and breathless silver distances, and landward, the distant mountains beyond down-town Los Angeles. Riverside Drive in New York, the famous "gold Coast" of Chicago's lakefront—Boston's Back Bay—all long ago foretold the seaward swing of splendid homes in Los Angeles.

Surpassing these in natural advantages—designed entire, with golf course, parkways and plazas, by America's foremost landscape architects—Palos Verdes Estates is the ideal location for your permanent seashore home estate. Let us send you full information.

Soil on Palos Verdes

Rich loose soil, easily tilled and tremendously productive is generally characteristic of Palos Verdes Estates. Nursery stock of flowers and seed plantings show excellent development and nearly every sort of tropical and semi-tropical fruit can be grown in profusion. For private kitchen gardens it is equally ideal, with vegetables growing easily and generally ready for the table in advance of the usual market supply.

Ask for information regarding climate, sunshine and residential restrictions.

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES* COMMONWEALTH TRUST CO., TRUSTEE

HOLLYWOOD
Grat E. Dolge
7061 Hollywood Blvd. *Phone 57444*

LONG BEACH
Geo. W. Bruner
116 Pacific Ave. *Phone L. B. 629-70*

SANTA MONICA BAY DISTRICT
L. Neff
1045 Ocean Ave.
Santa Monica
Phone 239-14

PASADENA
Robert H. Negley
56 E. Holly St. *Fair Oaks 7242*

REDONDO
H. H. Towle
Lobby Redondo Hotel. *Phone 5005*

PALOS VERDES ESTATES
Office Near Entrance Malaga Cove District

GLENDALE
Wm. F. Carroll
62[illegible] Isabel St. *Phone 2467-W*

#169

"FROM OUR WINDOWS— OCEAN, CITY AND MOUNTAINS"

THE song of a million waves, and ocean sunsets of purple and gold are only the beginning of your perpetual advantages as a home owner, in Palos Verdes Estates.

Each day builds a new enjoyment, in the stimulating fragrance of the ocean breeze, the almost continual sunshine, the recreational opportunities of golf, motoring, surf bathing, tennis and yachting that are integral parts of Palos Verdes development, now in progress.

But more—on the wonderful natural terraces of Palos Verdes Estates, you may build your ideal home commanding the ocean and looking across Los Angeles to the eastern mountains—a vista of unparalleled magnificence.

Palos Verdes Estates is the only residential district in Southern California designed by America's greatest landscape architects, and is permanently protected by sound restrictions. *Let us send you full information.*

Sunshine at Palos Verdes Estates

MANY a day when the sky is overcast in downtown Los Angeles, Palos Verdes, bathed in sunshine looks across the gleaming ocean. Official reports show scarcely a day a year when the sun does not shine. This means, exactly, one or more hours of sunshine during the day. It is naturally true that during the rains many days are partly overcast, but there is only about one half the fog that is found on the surrounding lowlands or further toward the downtown district. Wind velocities are much less lower on Palos Verdes Estates than on the flat plains. Summers are cooler and winters are warmer than in the landward districts of Los Angeles.

Ask for information on the designing and parking of Palos Verdes Estates.

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Office Near Entrance Malaga Cove District

GLENDALE
Wm. F. Carroll
635 N. Isabel St. *Phone 2467-W*

Ad No 167

Estates By The Sea

Space 6 x 18"

Sunday July 1st,

L A Examiner
L A Times

#167

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ogether with

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Those who inves
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BY THE SEA

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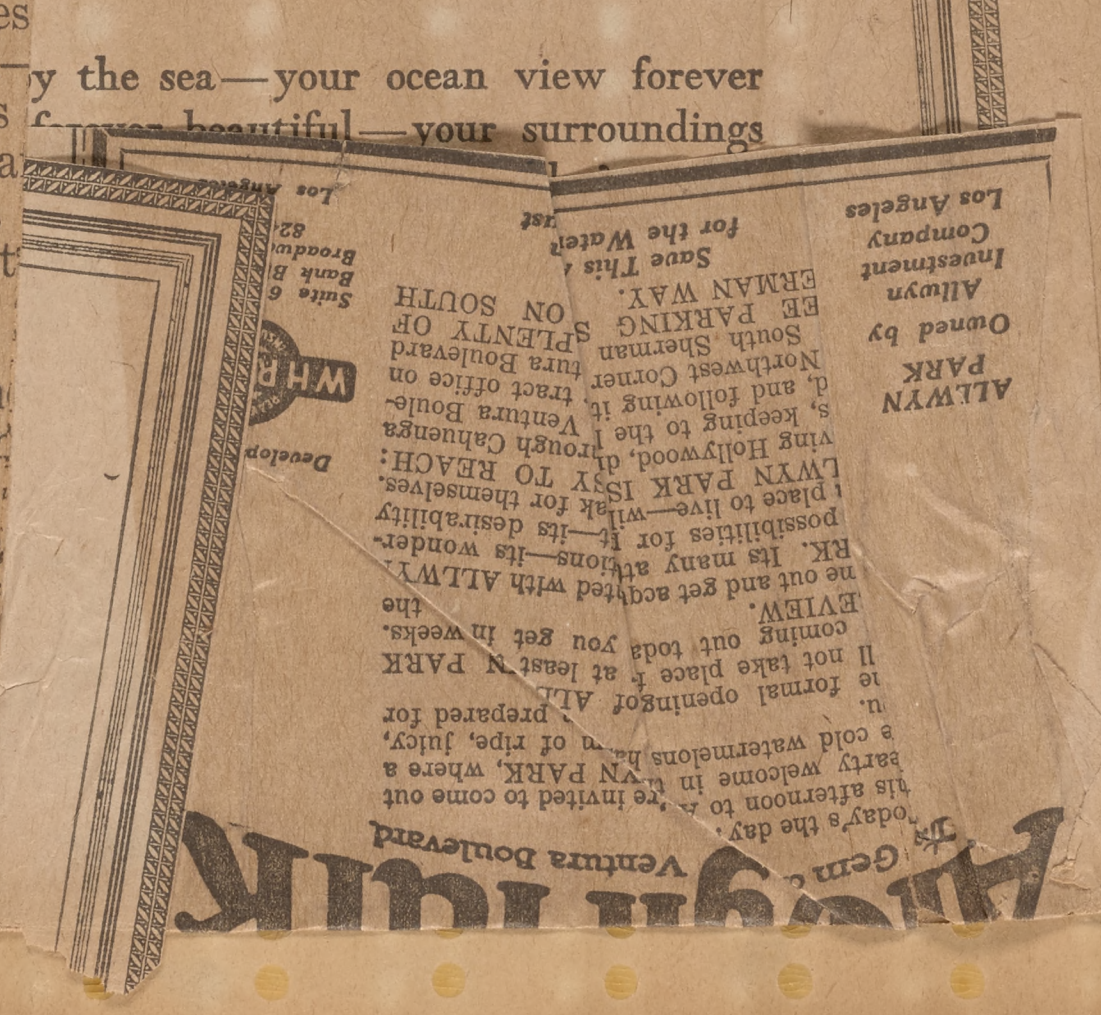
beautiful—your surroundings



Gem of Ventura Boulevard

Today's the day.
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South Sherman
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ERMAN WAY.

ALLWYN PARK
Owned by
Allwyn Investment Company
Los Angeles

Save This
for the Wate

#169

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OCEAN

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the chief on that occas
he semiannual install
e place Wednesday ever
Main-street Odd Fellows
The ceremony will be are
air to members' familie
ends.

District Deputy Presiden
ng Beach will instal the e
elected officers of Paloma
kah Lodge, Wednesday ever
Fraternal Hall, 220 1-2 S
in street.

The Deputy Grand Patriarch
kersfield instituted a new
pment of the Encampment R
d Fellows last week at T
hapi. Among the charter men
s are M. G. Hannaman and hi
of Mojave, who formerly held
mbership in Orange Grove No.
A movement is under way to
anize an oriental sanctorum at
city in Kern county.

emi-Tropic Lodge members
re visited last Tuesday by J. B.
Clone, Past Grand Master and
nember of Mesa Lodge No. 58,
nd Junction (Colo.) Mr. Mc-
ne has been spending a vaca-
in the Southland. He reported
t Past Grand Sire Judge
ly of Denver was in poor health
l is now recovering at River-
. This lodge will conduct a joint
allation with Arbor Vitae Rebe-
Lodge Thursday evening. The
air will be open to the public.
range Grove Encampment con-
ed the patriarchal degree last
day evening on several candi-
es. In view of the installation
fficers the 13th inst., however,
Golden Rule degree was de-
ed until the 20th inst. The in-
ation ceremony will be held in
open air.

hoenix Lodge No. 2, with a
ee staff of seventy-five mem-
journeyed to Prescott (Ariz.)
special car, where Arizona
e No. 1 of Prescott conducted
ecial meeting for the purpose
onferring the third degree on
rge number of candidates.
y of the visitors remained for
Fourth of July celebrations.
merican Lodge instals the eve-
of the 19th inst., in the K. P.
230 South Spring street.

AMERICAN YEOMEN

he annual memorial services
the Brotherhood of American
men were conducted in Cali-
ia Pacific Hall, 730 South
nd avenue, Friday evening,
e 29. Mrs. A. H. Hoffman, dis-
t manager of Des Moines and
nty superintendent of schools
re, was the guest of honor at
meeting. She is the wife of
preme Director Hoffman and
ked on the yeomen in her dis-
ct.

The evening of the 13th inst.
e Juvenile orchestra of California
cific will give a benefit enter-
nment and dance at 730 South
and avenue.

A special prize will be given at
e picnic the 28th inst.

136 South

No. 1735,
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#168

"A Different Home from Anyone's"

SURROUNDINGS COUNT! That is why Palos Verdes Estates have been designed—alone of all Southern California residential districts—by America's greatest landscape architects. They have saved for you—improved for you—those deep-soiled terraces, those sheltered knolls, each distinctive home-estate, so wonderful in its natural design, so incomparably beautiful in its panorama of sea, mountains and coast line.

In Palos Verdes Estates, homes almost build themselves—you can see them as they should be, from every room commanding this matchless view, never to be taken away and always protected by sound and valuable restrictions.

If you have now in your mind the kind of home that means perfection to you—there's an estate in Palos Verdes where it will fit supremely well. But, first of all—surroundings! Choose, in Palos Verdes, your ideal location. Your home will grow before your eyes—different, as you are different, conforming in good taste, as you conform—the enduring expression of your own enjoyment of life at its best.

There can be no other Palos Verdes Estates.
Let us send you full information.

Address—

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PALOS VERDES ESTATES
Office near entrance
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GLENDALE
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Phone 2467-W

Ad No. 168

A Different Home From Anyone's.

Size 4 x 15"

L. A. Express	July 9
L. A. Herald	July 12
L. A. Record	July 19
Hollywood Citizen) Hollywood News) Santa Monica Outlook)	July 20

Ad No. 168 A

A Different Home from Anyone's.

Size 6 x 18"

L. A. Times	July 15
L. A. Examiner	July 15

#170

house of yesterday and today, we realize that, indeed, the time has come when old things have passed away and new and better things have replaced the old.

It has not

rietta H. Kapp been so long ago kerosene lamps were univer- used, then we passed through phase of wax-taper lighters to on and light the gas, then one of the greatest labor sav- helps—electricity.

ho does not remember the coal wood base burner and range its litter and dirt, to say ing of the furnace that diffused smoke and dust throughout the e.

en we passed the cleaner oil gas stage to the electrically pped heating and cooling ts.

e home of today is carefully ned to be convenient with elec- l devices, and there is nothing adds more to the charm and fort of a home than its lighting ires.

the living room, sconces nd the wall, with floor or wall ets for the separate lamps just re we want them, gives to the a homey atmosphere.

is nice to find a floor lamp by piano, a lamp on the desk, a ge lamp by the master's chair, mp on a library or davenport , and possibly a well placed ir or two.

of the family to have the toast waffles made at the table and to s the coffee in process of being pe colated, then to have the call be where the mistress can touch easily by hand or foot.

But the world of yesterday is e tirely transformed as though a go fairy had waved her wand a said: "No more hard work or d for the housewife, for I, Electricit have come to ease all burdens."

Here we find the electric stov with fireless cooker, regulated by thermostat, then near-by is t electric dishwasher, and on t table a kitchen-aid for mixi bread dough, cake, mashing pot toes, beating eggs, cream and ma onnaise.

Then in a closet for use throug out the house we find a vacuu cleaner, and in the laundry an ele tric washer, ironer and electric fl iron.

One of the greatest convenienc is electric refrigeration, eliminati the ice man, having the refriger tor at a uniform temperature, gi ing greater service in the conserva tion of food.

Of course, we want electric fa wherever they are needed, and socket in the bathroom and be room for the curling iron, and in convenient nook a place for t electric sewing machine, which c be obtained in so many interes ing patterns that it can be place wherever we wish it, i.e., in the h or living room as a console, in t dining room as a serving table, one of the less pretentious ones the sewing room.

Let electricity lend charm a comfort to your home.

ngressman Buys Long Beach Corner

rchase of the property at the heast corner at the intersec- of American avenue and Hill t in Long Beach by Congress- Walter F. Lineberger was an- ced recently by H. G. Gerner, estate dealer, who handled the saction. The site is 120 by 122

cording to Mr. Gerner, the erty is to be improved into a rn business block.

Glendale's $500,000 Hospital Progresse

Rapid strides are being made construction work on the ne $500,000 plant that is being erecte for the Glendale Sanitarium a Hospital.

One-half of the work has no been completed and it has bee stated by C. E. Kimlin, manager the institution, that he anticipate that it will be possible to use portion of the new plant before t expiration of the year.

Ad No. 170.

ly a Million Dollars

For One Picture.

Size 6 x 18"

Times July 22

Examiner July 22

1923

NEARLY BUILDING

for At Attrac

Tuesday Will Be
PALOS VERDES DAY
at the
MONROE CENTENNIAL
EXPOSITION

The Monroe Centennial Exposition, at Expo Park, in recognition of the constructive ideals o seven thousand men and women whose vision financial support are bringing into being the splen

Lumber

We are fortunate in having on hand a goodly stock of lumber in the needed sizes. With the difficult shipping situation existing at present, this is an announcement of more than ordinary importance to the home builder.

Bring in your lists and get our prices. We have our own mills, dry kilns, yards and all the necessary equipment to supply you with the best in lumber. Thousands of homes in California have been erected from the materials furnished by us. We guarantee you satisfaction. Lumber lists can be figured at this yard, 415 E. Ninth St., or at the Vernon yard, 2260 E. Vernon Ave.

Since 1898 th Southwest with m good buys when y is the best evidenc

We manufacture a our own dry kilns, and industry when you bu

Pedestal Lava

Seconds and dama from our own foundri and $15 without fittin

Laundry Trays

Either bungalow or pon with Durham trap and nic for hot and cold water. rough plumbing for $1 (Seconds.)

Kit

Sinks some sec sell the s

Fixture $3.50

The two-light Flemish pan fixture. Our No. 1788, and it is pictured at left.

Paint S For M

Some special price paints for Monday's accept mail orders postmarked Monday.

High grade Linseed Oil only $1.35 gal

Financial Safety in Building Contracts

Booklet of suggestions free. Write Building Material Dealers' Credit Association
815 So. Hill St., Los Angeles

Examiner Advertiser
Bring Results
Because The Examin
the Largest
Morning and Sunday C
in the Southwe

Schumacher

San Francisco Branch
210 American National Bank Building
Schumacher 58th St., Sa

#168

"A Different Home from Anyone's"

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Ad No. 168

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Size 4 x 15"

L. A. Express	July 9
L. A. Herald	July 12
L. A. Record	July 19
Hollywood Citizen) Hollywood News) Santa Monica Outlook)	July 20

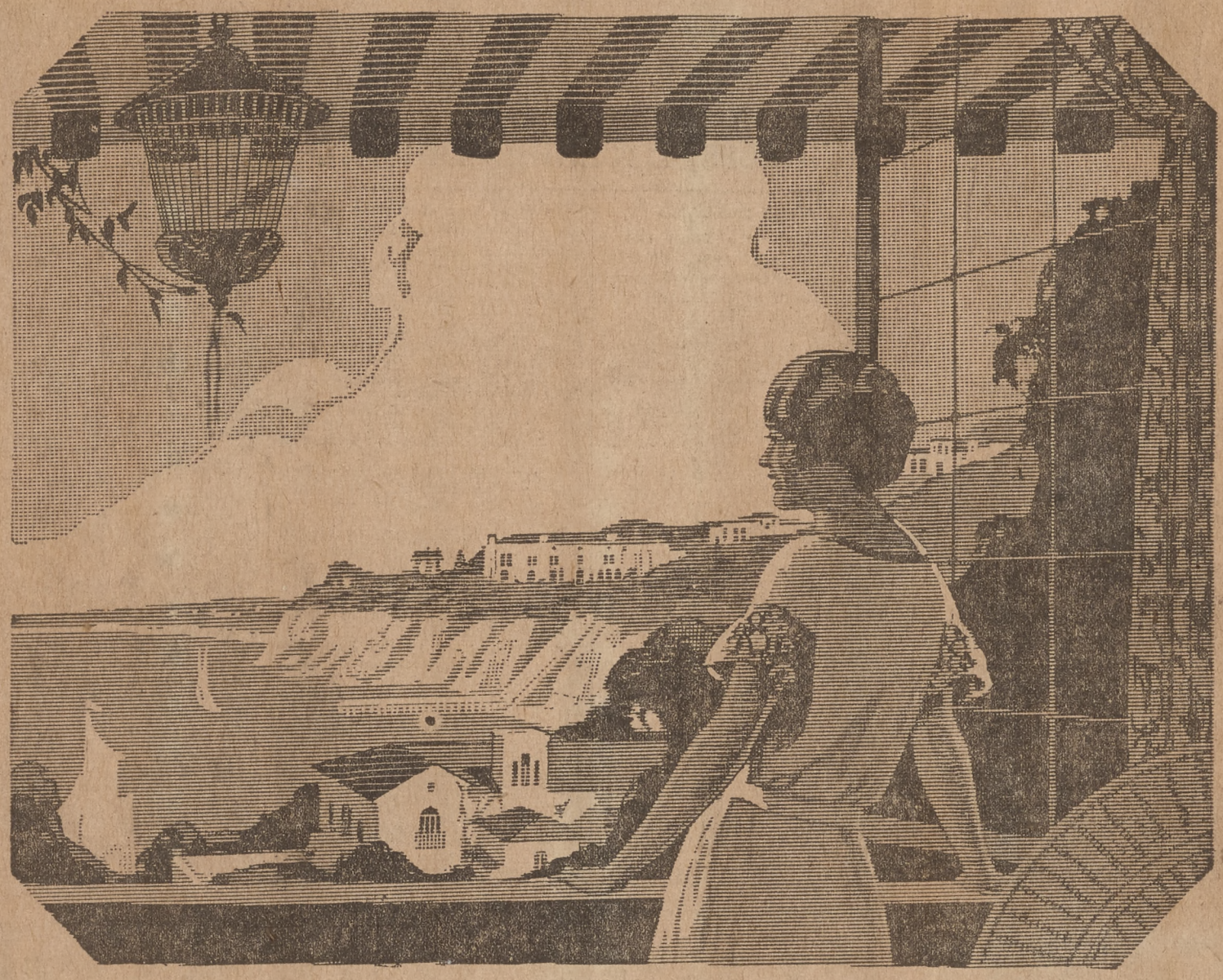
Ad No. 168 A

A Different Home from Anyone's.

Size 6 x 18"

L. A. Times	July 15
L. A. Examiner	July 15

#170



NEARLY A MILLION DOLLARS
for ONE PICTURE

Tuesday Will Be
PALOS VERDES DAY
at the
MONROE CENTENNIAL
EXPOSITION

The Monroe Centennial Exposition, at Exposition Park, in recognition of the constructive ideals of the seven thousand men and women whose vision and financial support are bringing into being the splendidly conceived Palos Verdes Project, has set aside Tuesday, July 24, as Palos Verdes Day.

Every Palos Verdes Subscriber will receive through the mail a ticket good for Tuesday, Palos Verdes Day.

A feature of the excellent program will be the first rendition of the song, "Waiting for You in Palos Verdes," written expressly for this occasion by Official Organist de Chauvenet. Madame Chauvenet will sing this number at both the afternoon and evening concerts. A very limited number of copies are available at the Palos Verdes Exhibition.

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GLAD like yours or mine — he's Gainsborough's "Blue Boy" — the world's most famous painting brought to Los Angeles at a cost of nearly a million dollars.

Each window of your home at Palos Verdes Estates may frame a picture even more masterly — more beautiful. The ocean dares to paint in blue — in silver, in greens and purples — in snowy wave-caps and hazy horizons and splendid distances — and every hour the picture changes as you watch it.

Think what your home can be — your own permanent estate, built on just that sloping terrace or rounded knoll that you select in this superb natural park, laid out for you by America's foremost landscape architects with parkways, golf course and winding avenues, and with sound restrictions protecting you and your neighbors. Every home-estate in Palos Verdes is desirable. No two are identical. You will find many that please you—and one that you prefer above all the others in the world. We hope you will find it still unsold. Let us send you full information today. Address....

Palos Verdes Estates

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Geo. W. Bruner
116 Pacific Avenue
Phone L. B. 629-70

UPLAND
Upland Realty & Ins. Co., 324 Second Ave.
Phone 588

SANTA MONICA BAY DISTRICT
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1126-28 Wilshire Blvd.
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"A Different Home from Anyone's"

SURROUNDINGS COUNT! That is why Palos Verdes Estates have been designed—alone of all Southern California residential districts—by America's greatest landscape architects. They have saved for you—improved for you—those deep-soiled terraces, those sheltered knolls, each distinctive home-estate, so wonderful in its natural design, so incomparably beautiful in its panorama of sea, mountains and coast line.

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If you have now in your mind the kind of home that means perfection to you—there's an estate in Palos Verdes where it will fit supremely well. But, first of all—surroundings! Choose, in Palos Verdes, your ideal location. Your home will grow before your eyes—different, as you are different, conforming in good taste, as you conform—the enduring expression of your own enjoyment of life at its best.

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We expect Palos Verdes Estates' golf course to be open for play about Christmas. It is being built under the direction of Mr. William P. Bell, an expert known to most Los Angeles golfers.

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Ad No. 168

A Different Home From Anyone's.

Size 4 x 15"

L. A. Express	July 9
L. A. Herald	July 12
L. A. Record	July 19
Hollywood Citizen) Hollywood News) Santa Monica Outlook)	July 20

Ad No. 168 A

A Different Home from Anyone's.

Size 6 x 18"

L. A. Times	July 15
L. A. Examiner	July 15

#170

house of yesterday and today, we realize that, indeed, the time has come when old things have passed away and new and better things have replaced the old.

It has not **rietta H. Kapp** been so long ago kerosene lamps were univer- used, then we passed through phase of wax-taper lighters to on and light the gas, then one of the greatest labor sav- helps—electricity.

ho does not remember the coal wood base burner and range its litter and dirt, to say ing of the furnace that diffused smoke and dust throughout the e.

en we passed the cleaner oil gas stage to the electrically pped heating and cooling ts.

e home of today is carefully ned to be convenient with elec- l devices, and there is nothing adds more to the charm and fort of a home than its lighting ures.

the living room, sconces nd the wall, with floor or wall ets for the separate lamps just re we want them, gives to the a homey atmosphere.

is nice to find a floor lamp by piano, a lamp on the desk, a ge lamp by the master's chair, mp on a library or davenport , and possibly a well placed ir or two.

of br wa e the r- col all wh it eas

Bi- tire d fair id said rt for y, have

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Of s where a socke i- room a conve e electr n be ob- ing p d where ll or liv e dining r one o n the se

Let d comfo

ngressman Buys Long Beach Corner

rchase of the property at the heast corner at the intersec- of American avenue and Hill t in Long Beach by Congress- Walter F. Lineberger was an- ced recently by H. G. Gerner, estate dealer, who handled the saction. The site is 120 by 122

cording to Mr. Gerner, the erty is to be improved into a rn business block.

Glen

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A thorou covered i prospectiv has recent

Ad No. 170.

Nearly a Million Dollars

For One Picture.

Size 6 x 18"

L. A. Times July 22

L. A. Examiner July 22

1923

NEARLY BUILD S

for At Atti

Tuesday Will Be
PALOS VERDES DAY
at the
MONROE CENTENNIAL
EXPOSITION

The Monroe Centennial Exposition, at Exp Park, in recognition of the constructive ideals seven thousand men and women whose visio financial support are bringing into being the spl

Lumber

We are fortunate in having on hand a goodly stock of lumber in the needed sizes. With the difficult shipping situation existing at present, this is an announcement of more than ordinary importance to the home builder.

Bring in your lists and get our prices. We have our own mills, dry kilns, yards and all the necessary equipment to supply you with the best in lumber. Thousands of homes in California have been erected from the materials furnished by us. We guarantee you satisfaction. Lumber lists can be figured at this yard, 415 E. Ninth St., or at the Vernon yard, 2260 E. Vernon Ave.

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$10&$ y trays, equi kel plated fau Complete to and $12

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peci onda s we are p selling. Yes n these if

Paint, in d

Fixture $3.50

The two-light Flemish pan fixture. Our No. 1788, and it is pictured at left.

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Bring Results
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the Largest
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in the Southwe

Schumacher
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Ad. No. 171.

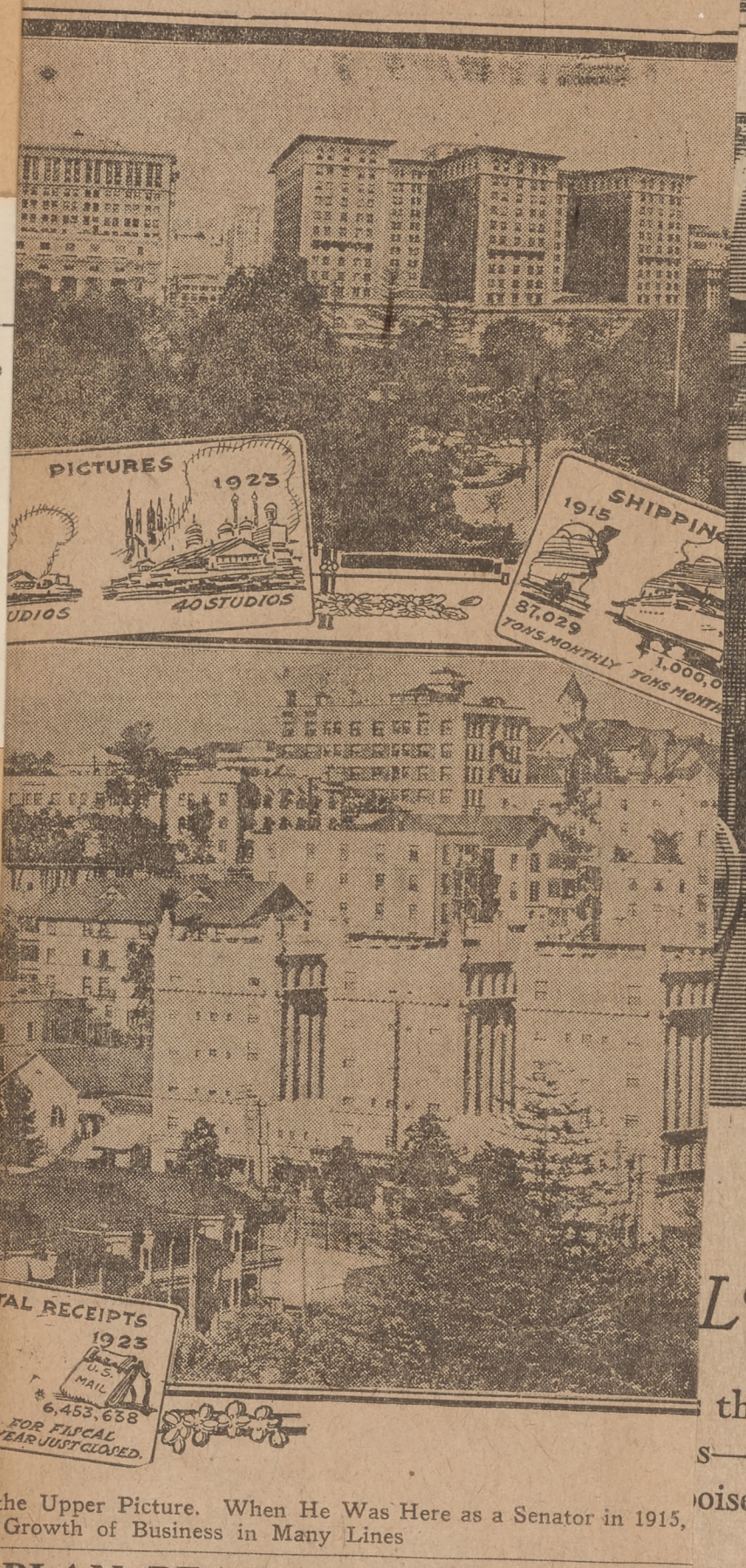
Vision Here The Home of Your Children

6 x 18"

July 29th, 1923

L.A. Times
L.A. Examiner.

ears Make in Wonder City of



LDREN

that count—well
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oise—how quickly

the Upper Picture. When He Was Here as a Senator in 1915,
Growth of Business in Many Lines

PLAN BEAUSEANT PROGRAM

Ceremonies for Presentation of Templar Banner at Bowl by Harding Arranged

Official announcement is made of the program of the ceremonies at the Hollywood Bowl on the afternoon of August 2, when, President Harding, upon behalf of Marion (O.) Commandery, No. 36, Knights Templar, of which he is a distinguished member, will present to Hollywood Commandery, No. 56, Knights Templar, the emblematic banner, known in Templarism as the international traveling beauseant.

The program for the event now can be given in its entirety. The parade will be formed at the intersection of Hollywood Boulevard and Cahuenga avenue at 2:30 p.m., with all the commanderies of Southern California, attired in full Templar unfform, in line together with a large number of escorts bearing the colors of northern commanderies, which already have signified their intention to participate.

PARADE AT 3 P.M.

The parade will move at 3 p.m., on the minute, the line of march being westward along Hollywood Boulevard to Highland avenue; thence northward along Highland

wood. Roy R. Musser, H. C. Gerard, Eminent Sir George A. Green, Eminent Sir A. H. Overacker, Right Eminent Sir Charles Day and Walter B. Wilson.

Publicity—Horace J. Mock and James V. Tonkin.

GENERAL ORDER

The Grand Commander has issued orders urging all commanderies throughout the State to participate to the fullest extent and has issued orders convening the Gran dCommandery in special conclave in Hollywood, August 2, in honor of the occasion.

The Hollywood sir knights also have planned for an elaborate program of entertainment for the Grand Commandery officers and

Ohio saw a small lumber and coastwise port, with less than six miles of docks in operation, a population of 11,000, with only 200 deep-water vessels arriving monthly. He saw but one oil export terminal, and as he passed down the main channel, then only 500 feet wide, he saw three mudflats which were destined to become Terminal, Mormon and Smith's islands.

But when President Harding visits the harbor district next Friday, he will look upon perhaps the most amazing phase of these eight years' growth. He will find more than 100 deep-water vessels at anchor or berthed along the thirty-three miles of docks and piers, representing an investment in five years of $12,000,000. He will see the world's largest oil port in operation, exporting 14,000,000 barrels of oil monthly; the world's largest lumber port, with annual imports of 3,800,000,000 feet of lumber; America's greatest fishing port, the home of the fleet of deep-sea craft that last year brought to market a $4,000,000 catch.

The President will find that the population of 11,000 has more than tripled, that the former mudflats, Mormon, Terminal and Smith's islands are rapidly becoming three of the busiest industrial centers on the Pacific Coast, occupied by two great shipyards fourteen oil

Mere figures clog the mind, cent.

come into their present prominence since 1915.

In Los Angeles itself, he see the tremendous beginnings a $30,000,000 stockyard, created by the same men who made Chicago yards, and bespeaks confidence that this is to become one of the greatest of live-s centers.

BANKS AND FINANCE

Since President Harding's visi 1915, the city's financial deve ment has kept steady pace other astonishing phases growth. At that time, there ten banks, with reported d ings of a little more than a b dollars. Now there twenty-eight banks, with clea for the six months ending Ju 1923, of $3,353,025,261. S deposits, the most accurate of sound growth, amount to $ 824,752, or a gain of 34 per in one year.

The same proportion is tained in the growth of bus on the Los Angeles Stock change. During 1915 there dealings in 5,483,490 shares a value of $2,986,819. At th of 1922, this had been incr to 36,710,700 shares, having a of $38,526,813, a gain of 118

"My Gra

X 172

Organ Recital on KHJ Program

LISTENERS-IN TO HEAR EVANGEL

Headquarters for the West Hollywood Realty Board have been opened at 5315 Santa Monica Boulevard, it was announced yesterday by A. A. Pointer, president. The office will be in charge of an employee who handles the multiple listing system which has been instituted among realtors of this section and already has met with great success.

are V. P. Vetter of Monro
C. Miller of Pasadena and
Nash of San Fernando. T
have been burning in the
reserve for several days, th
est of these blazes being
Olivas, along the Sisquoc
All of the fires are in almos
cessable territory, making
work of the fire-fighters ext
difficult.

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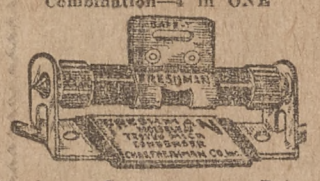

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RADIO BUG HOUSE

ONE BROADCAS PROGRAM GIVE

Violinist and Tenor Heard Noon Broadcast

Silent Saturdays Plann During August

Studio to Close 10th Inst. Honor Harding

BY BEN A. MARKSON

Three periods of broadcast y terday were silent, KHJ presenti only the regular noon progra Silent Saturdays will continue d ing the month of August.

The noon program, given Anna Ellen Girard, violinist, a King Lehr, tenor, was well receiv by listeners-in, and heartily plauded by a score of guests The Times' studio.

CAPABLE PUPIL

The violinist, an attractive you lady and a pupil of Oscar Seili brought out much sweetness tone in her selections. She w capable in her bowing and int pretation. Mrs. Ethel Weineg pianiste, accompanied her in f lovely selections, including "S enade," by Drigo; "Salut d'Amou by Elgar; "Fifth Air Vari "Marcheta," and "Gypsy L Song."

King Lehr is a vocalist w known to Radioland. His ren tions held quality, both in voice a delivery. Mrs. Weinegar was accompanist also, the numbers ing "Lonesome," "Wanting So," "That Old Gang of Mine," a "When You and I Were You Maggie."

FRIDAY SILENT

KHJ wishes listener-in to n that Friday, the 10th inst., will silent, an observance accordi with the proclamation by Pre dent Calvin Coolidge that t date is to be set aside as a day mourning for our departed Ch Executive, Warren G. Harding.

The world developments atte ant upon the death of the Pre dent have been given to ra friends of The Times daily in ne items and exclusive dispatches, will continue to be part of KH service to keep thousands of p sons informed on the march of i portant events.

KHJ LIAISON IN COLORADO RIVER WORK

Keeps Men on Dangero Survey Expedition Touch With Governme

In the dangerous work of co pleting a survey, necessary to t problem of developing the wat of the Colorado River for irrig tion and power, and to lessen da gers from floods in Imperial V ley, KHJ, The Times radio stati is acting as liaison between t surveying expedition and the g ernment. This arrangement h been made in co-operation wi the Department of the Interior.

The surveying and mapping a 300-mile stretch, including t dangerous gorges of the Mar and Grand canyons, was begun the 1st inst. This part of the r er's course is crowded with sw rapids. It was first explored 1869 by Maj. John W. Powell, l er Director of the Geological Su vey.

The present organization of e gineers and geologists is maki the trip by boat from Lee's Fer through the canyons to the mou of the Virgin River in Arizona. T party consists of C. H. Birdey chief topographic engineer; E. La Rue, hydraulic engineer; R. Moore, geologist, and R. W. Bu chard, topographer—all of t Geological Survey. E. C. Ko head boatman; Lewis R. Freema Leigh Lint, and H. E. Blake, J boatmen; F. B. Dodge, rodma

Ad No 172.

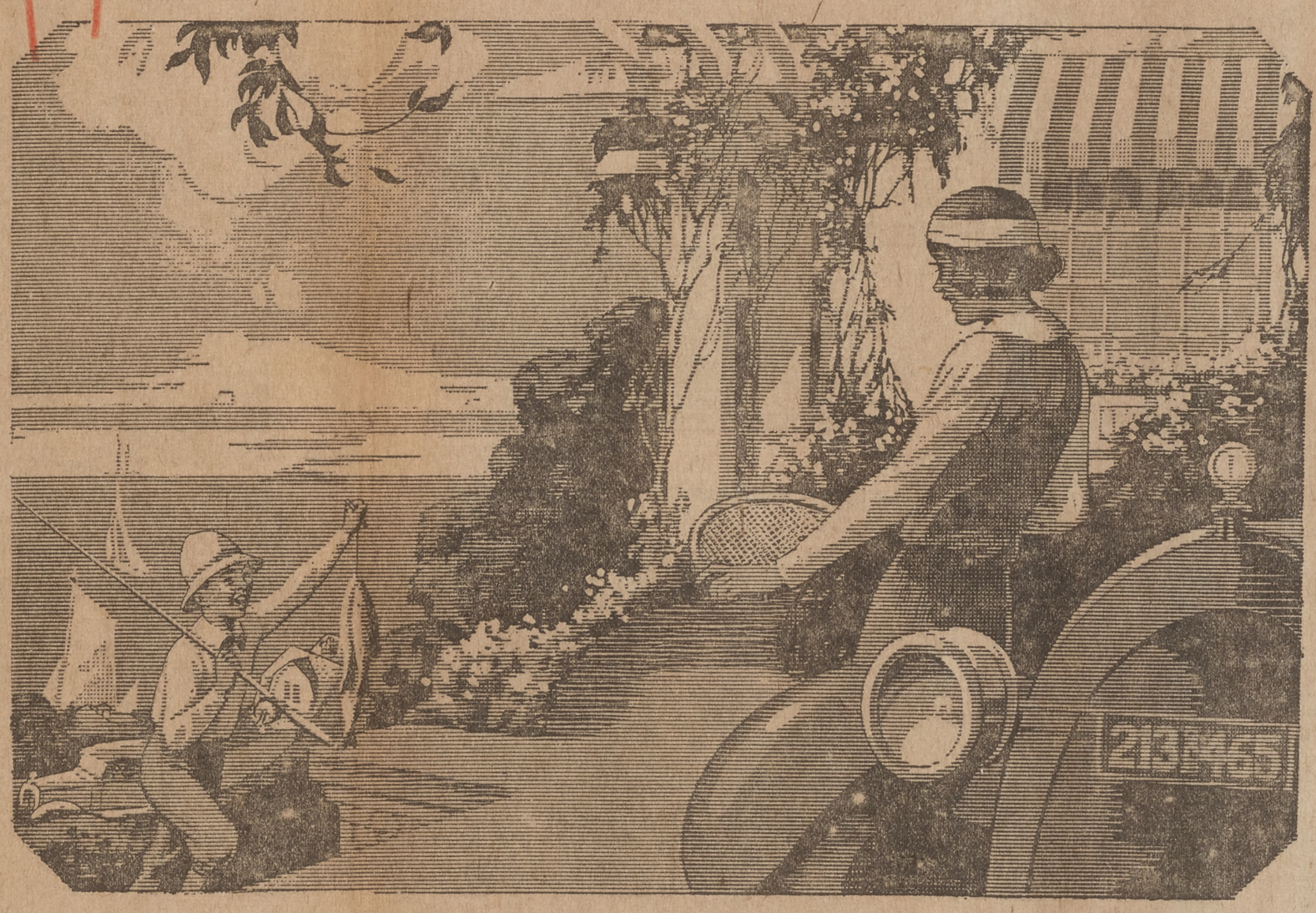
"My Grandfather Built this House"

6 x 18"

August 5, 1923

LA Times
LA Examiner.

#171



VISION HERE

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Your home estate in Palos Verdes is vastly more than a place to live. The ocean at your feet and swelling to the horizon—lacy miles of surges along the beach—the misty hills and distant mountain peaks, the invigorating air, the equable temperature, the invitations every where to wholesome out-of-door activities, are yours as truly as the fine knoll or deep soiled terrace on which you choose to establish your permanent home. Of all Southern California's residential triumphs, Palos Verdes Estates alone enjoys the distinction and advantage of being designed—parkways, golf course, winding avenues and individual home-estates—by America's foremost landscape architects. Learn for yourself what Palos Verdes Estates can mean in daily enjoyment. Let us send you full information.

Artistic Surroundings Forever Insured

An Art Jury, such as those of New York, Philadelphia and other great cities, has been established to protect every business block or apartment, every house, garage or building of any sort, every sign, every fence, every statue, every gateway, every public planting—*not to enforce a limit of costs*, but to insure all residents of Palos Verdes against the unsightly, the inartistic, the injurious in design, while at the same time fostering the widest possible latitude in individual expression. The Art Jury will serve to establish for all time the artistic ideals of the Palos Verdes plan.

The Art Jury includes Mr. J. H. Coverly, Manager of Palos Verdes Estates; Mr. Myron Hunt, designer of the Ambassador Hotel, Occidental College Group and many notable residences; Mr. David C. Allison, specialist in school and institutional architecture, and Vice-President, Allied Architects' Association of Los Angeles; Robert D. Farquhar, Fellow American Institute of Architects, member of the Architectural Commission Panama-Pacific Exposition and designer of the Clark Memorial.

Ask for facts about sunshine, soil, restrictions and terms.

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Palos Verdes Estates

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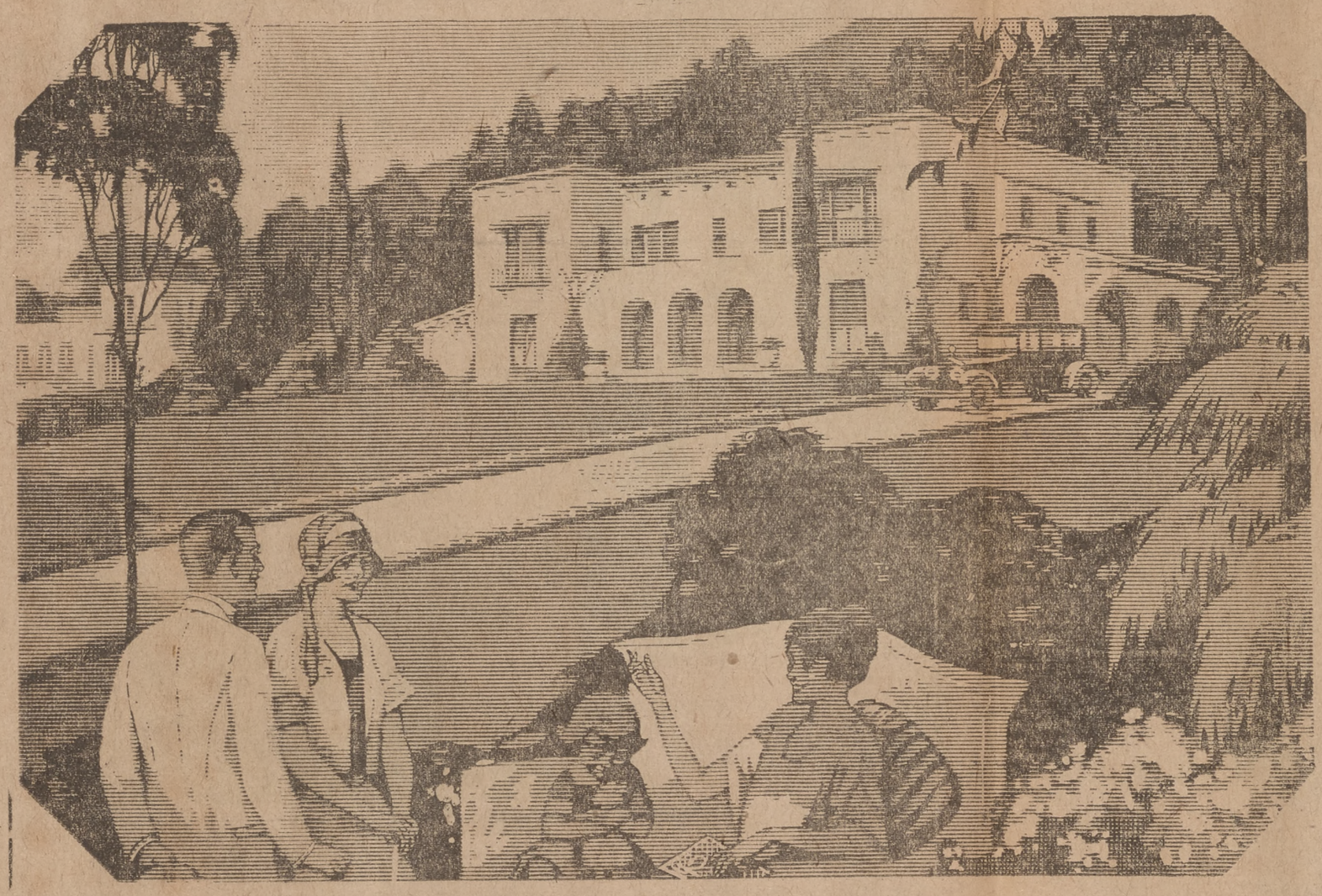

"My Grandfather Built This House"

THE ocean's silver distances, the eastern mountain peaks, the twinkling lights of cities at your feet—these are among the priceless possessions at Palos Verdes Estates—alike for you and your descendants.

Your own artistic residence is assured of a neighborhood equally artistic and distinctive. Sound restrictions protect you in the ownership of a home estate of which it may be said with pride in years to come, "My grandmother chose this view and my grandfather built this house."

Many thoughtful citizens are now taking their profits on the sale of properties where they now live. Others have thus far refrained from home investment, not quite content to live inland. Palos Verdes Estates, incomparably beautiful, and designed by the foremost landscape architects in America, is directly in line with the seaward swing of our population. Let us send you full information—

Address

THE HOMES ASSOCIATION

In order that the people who buy and build homes in Palos Verdes may have from the beginning the means of making the most of their common opportunity, a Palos Verdes Homes Association has been incorporated, to be run without stock or profit. Every lot holder will be entitled to a share and a vote automatically upon taking possession of his property. This association is legally authorized to look out for the ornamental features, parking and planting in the tract, see that vacant lots and streets are kept clean, organize a community club, and provide other recreation facilities.

Full information about soil, climate, residential restrictions and terms on request.

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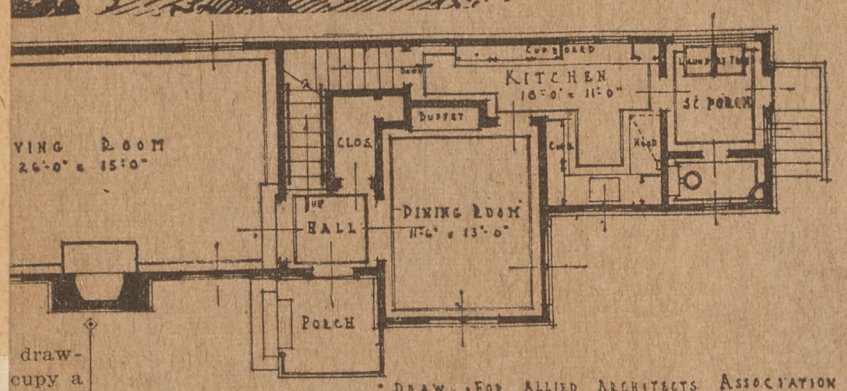
Ad. No. 173

"Just Five Minutes From Our Own Beach"

6 x 18

August 12, 1923

L. A. Times
L. A. Examiner



DRAWN FOR ALLIED ARCHITECTS ASSOCIATION
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Hints for Home Landscaping

BY RALPH D. CORNELL
Master in Landscape Architecture

A STREET OF FLAMING RED

CONSIDERABLE has been said in this column relative to the characteristics which unite to qualify a tree as desirable for street planting.

It should not be repeated too often, and yet it may not be amiss to say again that a good street tree should be upright in growth with branches high from the ground, that it should as a rule produce shade and that the creation of litter from such a tree is objectionable.

A decade or more ago Southern California went through a hectic stage in its tree planting, when the Victorian bottle tree was much used for highway adornment, and during which time it was highly commended by many planters.

Perhaps the tree is all right and the trouble lies in the sort of care which it has received.

Neglect is the rule in the life of street trees.

But the fact is that it is very difficult, if possible at all, to find a street where this tree, Sterculia Diversifolia, has created an avenue of uniform, beautiful planting.

In view of such facts, it may be an act either of courage or ignorance to recommend a near relative to this bottle tree for highway planting; but it is the writer's opinion that the flame tree, Ster-

AL S "Beach"

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ut, $2.00 each; China
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Kitchen Sinks, $5.95
Sinks in the most popular size, 18x30, in No. 2 or B Grade, at $5.95 each.
A Grade, size 18x30, $6.50 each; 18x34, $6.30 each; 20x30, $6.95 each; B Grade, 20x30, $6.25 each. Sink trim, $3.50 set.

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trim and fittings complete to the rough plum
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ity, A Grade toilet, fully guaranteed in every re-
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179

A HOME F

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the sparkle on a million
changes each hour—th
new light on the distant
tains and—at Palos Verdes Estat
all below

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6 OHM Rheostat with Dial, 85c.
3 Inch Dial, one piece, 35c.

STORAGE A. BATTERIES

6 Volts, 20 Amp.....$10.50 6 Volts, 80 Amp.....$
6 Volts, 50 Amp.....$16.00 6 Volts, 100 Amp.....$

All Batteries Fully Charged and Guaranteed.

GUARANTEED HEAD SETS, $3.50.

SAM SHARPE HARDWARE STORES

101-103 West 7th. Phone 16004. 733 South M

A MESSAGE FROM MARS

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The Most Exclusive Radio Concert Receiving
Studio on the Pacific Coast.

KHJ CONCERT 2:30 TO 3:30 DAILY

A Place Where a Lady Can Enjoy the Comforts of Home.
All the Latest Designs to Select From.
Special this week, one tube reflex, $50 complete.

MANUAL ARTS RADIO SHOP

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RADIO BUG HO

STORAGE BATTERIE
6 Volts, 60 Amp. Ever-Ready
6 Volts, 80 Amp. Ever-Ready
$7.50 Murdock Phone, 3000 Oh
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Roya Phone, $3.85.
$25 Fada Neutrodyne complete
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PEARLCO RADI
PRODUCTS
YALE RADIO ELEC
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Overhauled—Resolutione
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926-28 S. Los Angeles St. P

$1600 WORTH OF
RADIO
SETS, PHONES, ET
for
$500
Suitable for opening sto
1035 Merchants National Ba

Takes Another

Remarkable

ll boy handed in the fol-
n an examination paper in
tates history:
Braddock was killed in
lutionary War. He had
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day at the apartment of some
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Donahue is said to have an in-
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was revealed yesterday when Eliza-
both R. Dodge, owner of the house,
filed suit against Harold Austin,
of the car, and Leo Block
owners of the car, for
ages.
E to the complaint, the
curred July 21 at about
when Austin is asserted
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was entirely demolished, it
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and windows were thrown
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the fireplace was moved an
the floor of the main room
pushed back into the garage
he plumbing broken.
the time of the accident the
was occupied by Paul J.
rd, the plaintiff declared, but
ollision rendered the house
ible, so that besides asking
500, which is the estimated
repairs, $173 is also asked
loss of rent.
house is located at 4619
Front, Venice.

d. No. 174

Home by Summer
Seas"

6 x 18"

ugust 19, 1923

. A. Times
. A. Examiner.

173

"Just Five Minutes to Our Own Beach"

A QUICK sea plunge—a laughing scamper up the hill—breakfast with the ocean at your feet—perhaps a beach picnic by and by, all with the seclusion of a restricted and artistic residential district—that's just a bit of Palos Verdes Estates—every day you live.

Already, elsewhere, there's a frank problem—overcrowding at the seashore. And people of means are associating to provide separate beaches where—perhaps once a month—they may enjoy surf bathing and a bit of ocean view. They must go elsewhere for golf, elsewhere for motoring, elsewhere even to be at home.

Your home estate in Palos Verdes—how vastly better! Every day the panorama of ocean, city and distant mountains is your companion, and always there'll be your beach, your golf course, your scenic motor roads—all included in the designs of America's foremost landscape architects.

Let us send you full information about Palos Verdes Estates. *Address—*

RESIDENTIAL RESTRICTIONS

There are homesites in Palos Verdes for people of moderate means, as well as for the well-to-do. It is not the cost of a place necessarily that makes the best neighborhood. A $3,500 home, if properly designed, may be as attractive as a $15,000 house.

There are sections for all kinds of homes, but everywhere the artistic standards will be insured. Every possible forethought and successful protection worked out in other cities will be taken advantage of to make Palos Verdes the most lovely, attractive, homelike place in the world, and this will be done at a very reasonable cost—one within the means of every ordinary family.

Protective restrictions are made a part of the deeds to the property. One may choose a homesite knowing in advance exactly the kind and character of development that will be there. Zones are established for business houses, apartments and residences. All the safeguards and provisions for permanency that you yourself would set about your home have been made.

Complete facts about soil, climate, terms of sale, etc., upon request.

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES,* COMMONWEALTH TRUST CO., TRUSTEE

HOLLYWOOD
Grant E. Dolge
7060 Hollywood Blvd.
Phone 57444

REDONDO
H. H. Towle
Lobby Redondo Hotel
Phone 5005

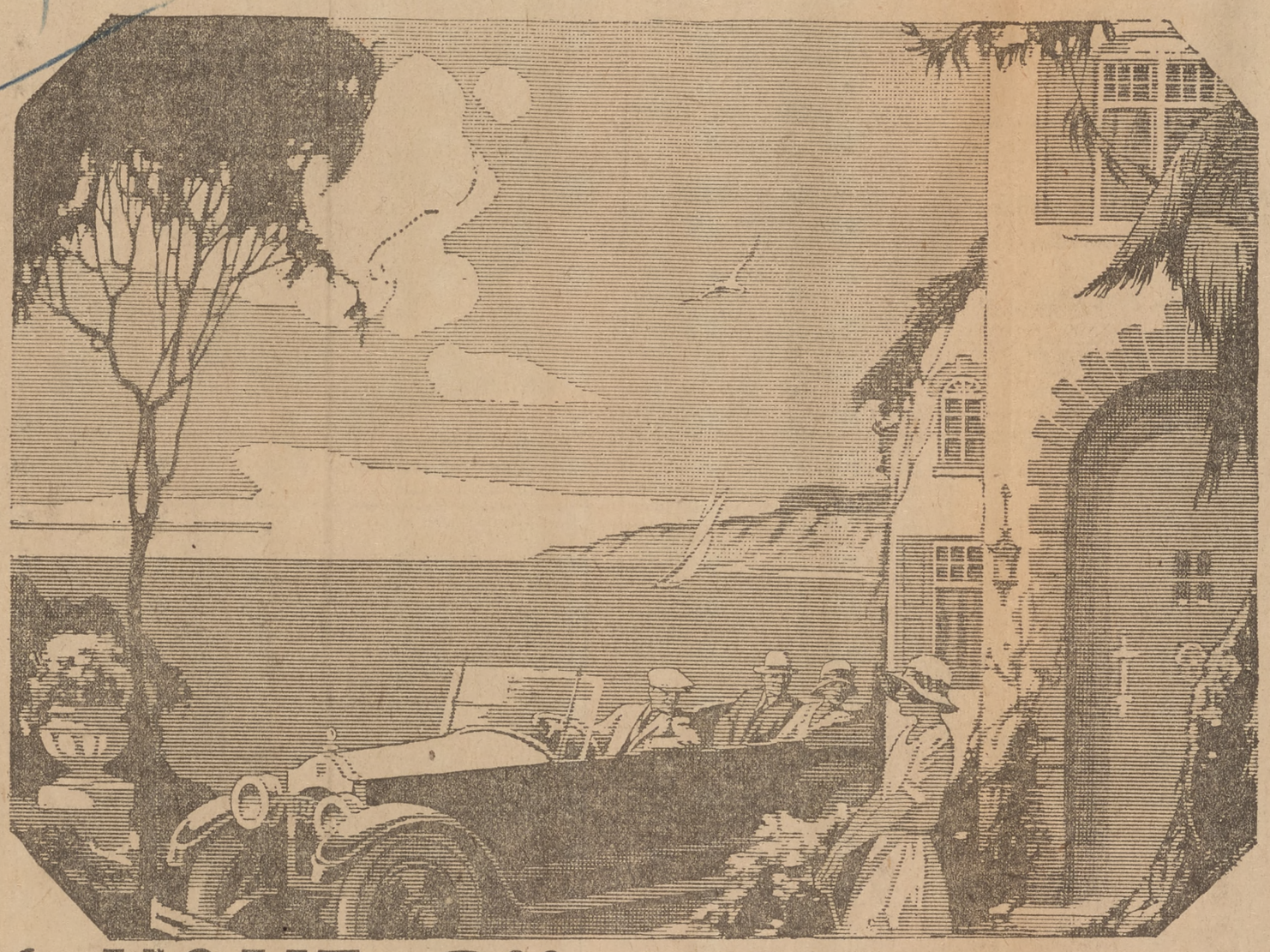
LONG BEACH
Geo. W. Bruner
Pacific-Southwest Bank Bldg.,
Broadway and American Ave.
Phone 653-255

SANTA MONICA BAY DISTRICT
L. Neff
1126-28 Wilshire Blvd.
Santa Monica
Phone 234-34

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

UPLAND
Upland Realty & Ins. Co. 324 Second Ave.
Phone 532

GLENDALE
Wm. F. Carroll
635 N. Isabel St.
Ph. 2467-W



A HOME BY SUMMER SEAS

EACH day the ocean's new—the sparkle on a million waves changes each hour—there's a new light on the distant mountains and—at Palos Verdes Estates—it all belongs to you.

Each rising terrace, each soft slope and curve in Palos Verdes Estates has been safeguarded, improved upon, by matchless artistry of America's greatest landscape builders. They have preserved intact exquisite natural sites for splendid homes with broad lawns—and just as carefully they have saved those curving knolls where a quaint cottage, of artistic design, will look across the blue Pacific. Roads, parkways, golf course, club house and every home-estate—all are harmoniously unified in one superb design.

Each homesite is different, each delightful, each protected by permanent restrictions.

A home by summer seas in Palos Verdes Estates means more to you—in pride of ownership and joy of life—than you will find elsewhere. Let us send you full information.

ESTATES OF EVERY SIZE AND PRICE

There are estates suitable for every purse in Palos Verdes, all beautiful.

More than 2900 are priced under $5000, and more than 1600 are less than $2500. No where in Southern California will you find such property presented at prices like these.

And you will find no dull monotony of lot sizes or view in Palos Verdes Estates. Every Estate, big or little, has been bounded with regard to view, contour and natural location for a home.

We shall be glad to send you full information about climate, soil, restrictions and improvements.

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7060 Hollywood Blvd.
Phone 57444

REDONDO
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Lobby Redondo Hotel
Phone 5005

LONG BEACH
Geo. W. Bruner
Pacific-Southwest Bank Bldg.,
Broadway and American Ave.
Phone 629-70

SANTA MONICA BAY DISTRICT
L. Neff
1126-28 Wilshire Blvd.
Santa Monica
Phone 23484

SAN PEDRO
T. M. Hyatt
523 Beacon St.
Phone 710

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

UPLAND
Upland Realty & Ins. Co., 324 Second Ave.
Phone 532

GLENDALE
Wm. F. Carroll
635 N. Isabel St.
Ph. 2467-W

173

"Just Five Minutes to Our Own Beach"

A QUICK sea plunge—a laughing scamper up the hill—breakfast with the ocean at your feet—perhaps a beach picnic by and by, all with the seclusion of a restricted and artistic residential district—that's just a bit of Palos Verdes Estates—every day you live.

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179

A HOME

EACH day the
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Hear it before y pur-
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THE FLECTRA

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Neutrodyne Sets:s

Radio Supplies—Most Complete

Radiola IV—
Radio Grande

For Immediate De

Radio Dept. Motor C.

Open Evenings Till 9.
Concerts Daily

EVERY DAY IS BARGAIN

RADIO DEPA

We carry the most complete stock: of
the latest designs in

30 OHM Rheostat, 75
6 OHM Rheostat wi
3 Inch Dial, one pie

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6 Volts, 20 Amp.....$10.50 6 Volt 2.00
6 Volts, 50 Amp.....$16.00 6 Volt 7.25

All Batteries Fully Charged a

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A Place Where a Lady Can Enjoy t
All the Latest Designs to
Special this week, one tube re

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4151 SOUTH VERMONT. 7836.

We don't like to talk
So let us demonstrate.
Our Portable Set is
What you want.
Priced at $75.00.

SOUTHERN CALIFORNIA
RADIO COMPANY
1302 So. Hoover St. Beacon 7439
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6 Vo, $15.00
6 Vo, $13.50
$7.50 m, $3.50

$25 B, $20.00

BE ICES.

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Main 874-071

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48 Ave.

Phone Beacon 8509
DAY and NIGHT RADIO-
ELECTRICAL EMERGENCY
SERVICE
Phone Beacon 8509
STANFORD ELECTRIC
1249 South Alvarado

Burroughs Radio Co.
4615 Moneta Ave.

Phone 293318 and representative will call.—Sets from $25.00 up. All sets sold on easy terms.

Gardner Single Control
Radio Set

Installed complete with two head phones..... $25.00

Radio Dept. Phone Main 3203
GARDNER LABORATORIES
511 East 9th Street

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"E"
926-28 Co 2698

1035 nk Bldg.

Radio Takes Step

Ad. No. 174

"A Home by Summer Seas"

6 x 18"

August 19, 1923

L. A. Times
L. A. Examiner.

DENTAL LABORATORY WORK

SCHOOL OF MECHANICAL DENTISTRY

Automobile School

MACKAY BUSINESS COLLEGE, 9th and Main Sts. 18th year. Phone 63193.

WHAT IS A PRIVATE SECRETARY?

Private High School

RATLEDGE System of Chiropractic Schools

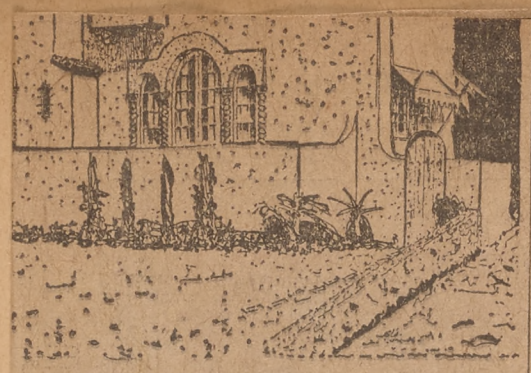
Established 1908

Chiropractic

WALTON SCHOOL of COMMERCE

THE SCHOOL OF RESULTS

H. J. MARTIN, District Manager.
302 H. W. Hellman Bldg. Bdwy. 960



ted at 121 North Larchmont boulevard for Karl signed by Architect Harry E. Werner and is C. Snell, general contractor.

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mon in the past with the less durable types of surface finish.

It is not generally understood that stucco is a surface treatment only and for its successful use two requirements must be met.

First, the materials of which the stucco itself is composed must be absolutely permanent, and, secondly, it must be applied over a rigid, unyielding base to avoid the possibility of unsightly cracks.

Many patented types of stucco which have been sold to the builder and the owner on the basis of extravagant claims have proved unsatisfactory in long time tests because of their inability to withstand our peculiar climatic conditions.

SIX-STORY SCHOOL

The proposed part-time school building to be erected on Sixteenth street, between Hill and Grand avenue, is designed for six stories. It will contain thirty-two class rooms.

Sixth streets.

This building, which will be composed of two twelve-story structures and one three-story structure, will cost when completed about $2,000,000.

It will be the first arcade in Los Angeles and one of the city's finest edifices.

The twelve-story sections of the structure are being erected with structural steel, while the smaller section will be built with reinforced concrete.

The construction company, which is a member of the Southern California Chapter, Associated General Contractors of America, has already achieved a notable record for speed on this building, having completed all structural steel work on ten floors on the Broadway side and four floors on the Spring street side within a period of six weeks.

"We hope to have the structure ready for the Christmas shopping trade," declared J. W. Forderer, local manager for MacDonald & Kahn, when asked yesterday what time would be required to complete the building.

"However, if we are unable to do this, we at least will endeavor to turn the building over to the owners not later than January 1."

Actual work on the structure was started in April of this year.

Excavation work was completed and structural steel work commence the latter part of June.

The fifth floor of the Broadway section will be poured next week, while the first floor pouring on the Spring street section will be completed this week.

The structure is being erected for a San Francisco syndicate known as the Mercantile Arcade Realty Company.

SPANISH TYPE HOTEL

Construction will start within the next thirty days at 1624 Wilcox avenue for the erection of a new $60,000 hotel building to be built by E. W. Slanfield.

The new hotel will be of Spanish design, 50 by 190 feet, and will contain seventy-five rooms.

Ad. No. 175

"Summer Days that are Too Short"

6 x 18"

L.A. Times
L. A.Examiner

August 26, 1923

Buy Paint

Varnish, $1.75 Gal.
A high grade interior floor varnish.

All Around Varnish, $1.50 Gal.
Here's a special lot we secured 'way below price because of taking the factory's surplus stock. Ordinarily this varnish would sell for a much higher price.

Flat White, $1.90 Gal.
A high grade flat white to be used as an under coater for enamels.

White Enamel, $3.00 Gal.
A good grade of white enamel that is satisfactory for many small jobs.

Roof Paints, $1.00 Gal.
Think of buying Kling-Tite asbestos roof paint, guaranteed by the manufacturer for five years, at the remarkably low price of $1.00 per gallon. That's the price in barrels. One or five gallon cans at $1.25 per gallon.

This Fixture, $8.00
It's our No. 5230 as pictured above, and specially priced for this week only at $8.00.

House Wire, 85c Hundred
A low price on No. 14 house

Far sighted home owners coming winter rains and prep their buildings.

To aid in this annual pa some unusually attractive price

House Pai

The Famou

Really an excellent buy in much longer service than you such a moderate priced articl only in gray, green, red and b

House Paint

A Linseed

Only because we secured way is it possible to offer it at includes only warm drab, dra in gallon cans only at $1.25 p

Standard Pain

Everybody knows the fa paints. They give excellent se ably low. Outside white at $ gallons. No. 627 Green, $2.7 gallons. No. 625 Red, $3.50 lons. All other colors at $2.0

100 Laundry Tra

Just this limited number that w looked in our big removal sale. W ing to dispose of them quickly and this ridiculously low price. If you terested, buy them immediately, quantity probably will not last thr first day's selling.

Laundry trays as you see them but without fittings. Factory seco slightly imperfect. Some damaged.

California Tubs

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but with
Angeles.
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nd many
the home
out by
architects
los Verdes
w residen-
e for your
l you full

2610 Santa Fe Ave.

Lo

BUILDING CO

REDIMA

Thumbolt 1325

This home—Style No. 409A—is of th type of architecture—charming, invitin it is well built of good materials by s

Floor plans for this and fifty other h new book—sent for 25 cents. Free f Garages—ask for it.

Financial aid if you desire.

Redimade Garages—above all in que see display at factory.

$4

HOW THE
ARE GO

These figures tell a st
transaction unparalle

DECLARE PIER LEASE ILLEGAL

Municipal League Quotes Charter on Oil Right

Objects to Storage Tanks at the Harbor

Asks Immediate Action to Cancel Contract

The Municipal League, in a public statement issued yesterday, in opposing the thirty-year lease granted by the Board of Harbor Commissioners to the Pan-American Petroleum Company for a portion of Municipal Pier No. 1 for an oil storage and loading station, declared that the lease was illegal.

This contention is an addition to the league's belief that the use of Pier No. 1 as an oil loading and storage station constitutes a fire menace to the entire harbor, its wharves, docks and industries.

LEAGUE'S STATEMENT

The league's statement, signed by Secretary Pratt is as follows:

"As far back as 1909, when the city of Los Angeles did not have absolute title to lands at the water front at San Pedro, a charter amendment was submitted to and adopted by the people which provided that the first 10,000 feet to which title shall be secured, shall be dedicated to public purposes and never be leased or alienated to private persons or corporations. It also provided that in addition to this first 10,000 feet, every alternate 1000 feet shall also be so set aside for public purposes."

"Title to the land comprised in Pier 1, known as the Huntington Fill, to which some claims had been made by Mr. Huntington, was subsequently acquired by the city, and in 1911 an ordinance (21845) was adopted by the City Council setting this whole pier aside and dedicating it for municipal purposes 'to be held forever by the City of Los Angeles for public ways and other uses in aid of commerce and navigation and no wharf or other franchise and no exclusive right, privilege or permit shall ever be given, granted or conferred to or upon any person, firm or corporation, to, in, on or over said property.'

"What amounts to such an exclusive privilege has been given to the Pan-American Petroleum Company by this thirty-year lease to use as an oil storage and loading station, a large portion of Pier 1.

"In 1913 the substance of the 1911 ordinance, only made stronger if possible, was incorporated in a charter amendment and submitted to and approved by the people. This charter amendment again provides, that Pier 1 with its wharves and all other improvements shall be forever reserved by the City of Los Angeles for municipal uses and shall never be sold, conveyed, alienated, leased, or otherwise disposed of in whole or in part, in any manner, to any private person, firm or corporation.'

"The league's contention is that this charter provision of 1913 was not repealed by the charter amendment of 1921, which, while amending other provisions of Article XVI. by substitution, substituted nothing for this particular provision and made no mention whatsoever of repealing it.

"The interest of the Municipal League is only the interest of the public. We are looking only toward the development of the harbor and the proper use of Pier 1, endeavoring to preserve and conserve to the people of Los Angeles its harbor in accordance with the spirit of the charter provisions from 1909 down."

AUCTION
Wednesday, Sept. 5th
10 a.m.—2305 S. Grand Ave.
Furniture, Rugs and Household Goods.
E. C. HILL, Auctioneer, selling for H. B. NASH. Phone 281039

OFFICERS INVITED TO A HOLD-UP

Accused Man Declares He Thought "Crime Crushers" Were Bandits

Two members of Chief Vollmer's recently organized Crime Crushers looked like two hold-up men to T. Nichols, the latter told Police Judge Chambers yesterday when he was called into court to explain the reason why he had invited the two officers to participate in a hold-up.

"They looked almost exactly like two men who stuck me up on Long Beach Boulevard," Nichols explained. "I asked them when I saw them on the street if they were willing to accompany me in a hold-up. All I wanted to do was to find out if they were real hold-up men. I was going to report them to the police."

Judge Chambers, however, was not satisfied with the explanation of Nichols and sentenced him to thirty days in the City Jail on a charge of vagrancy. Early next week, Nichols will be tried on a charge of carrying a concealed weapon, it being asserted by the officers that Nichols showed them his gun when they questioned his ability to be a real hold-up man. Nichols was arrested by the officers when he showed them the gun.

"It's all a mistake and nothing else," Nichols protested to Judge Chambers.

Wife Divorced With Story of Mate's Silence

"I might as well have been living with a deaf mute as with my husband," Mrs. Agnes D. Edson testified yesterday in Judge Summerfield's department of Superior Court, where she was suing her husband, Earl W. Edson, for divorce.

"I tried to talk to him, and he acted just as if I wasn't in the room at all.

"When friends came, he would just sit and read and say nothing, and then perhaps get up and put on his hat an go away without so much as a 'Good-bye.'

"I had the first and last word, all right, and all the middle ones, too," she continued.

She was granted a divorce.

BUSSES MUST STOP AT EACH GRADE CROSSING

PACIFIC ELECTRIC ISSUES ORDER IN ACCORDANCE WITH NEW LAW

Busses operated by the Pacific Electric Company will comes to a full stop at all grade crossings hereafter, it was announced yesterday. Instructions to this affect were issued yesterday by D. W. Pontius, vice-president and general manager of the company.

The instructions issued by Mr. Pontius are in accordance with the law, which went into effect yesterday and which provides that all motor busses must make a full stop at all grade crossings. The vehicles coming under provisions of the new law must stop not less than ten feet nor more than fifty feet from the crossing. The penalty for violation of this law is a fine of not more than $500 or imprisonment for not more than six months or both.

ENCAMPMENT CLOSING

The ten days encampment of the Seventh-day Adventists at Florence and Vermont avenues will come to a close with the service tonight. Rev. J. L. McElhany will be the speaker, and will give an answer to the question whether present world conditions indicate that the return of Christ is at hand. This is one of five camp-meetings held by the Adventists of California this year.

AUCTION

Ad. No. 176

$4,452.500.00
June 9 -August 31

6 x18"

L.A. Times	Sept.	2
L.A. Examiner		2
L. A. Herald		4
L.A. Express		5
L.A. Record		7
Long Beach Press		5
Long Beach Tele.		6
San Pedro Pilot		5
SantaMonica Outlook		6
Pomona Progress		5
Hollywood Citizen		5
Redondo Breeze		6

Summer Days That Are Too Short

OFF shore perhaps a mile—out in the channel between Palos Verdes and Catalina Island—the ocean is 2,500 feet deep. This is why summer days in Palos Verdes are delightful—why temperatures the year round vary only 18 degrees—why in midsummer it is cooler and in midwinter it is warmer than downtown Los Angeles. The deep-water belt—itself almost unchanging in temperature—sends gentle cooling breezes across the knolls and terraces of Palos Verdes Estates all summer long and, in winter, radiates warmer air currents than the land.

Sunshine, too, is almost constant, with overcast days during the rains but with less fog than downtown Los Angeles. While air velocities, measured at government stations, are only half those found inland. All these advantages and many others are yours in any of the home estates that have been laid out by America's foremost landscape architects on the terraces and knolls of Palos Verdes—the incomparable ocean-view residential park. It is the ideal place for your permanent home. Let us send you full information.

ABUNDANT PURE WATER

Palos Verdes Estates possesses its own source of water supply.
The first water well has proved to be one of the finest ever sunk in the wonderful water-bearing gravel district of Wilmington. Tests indicate that this one well will produce 3,500,000 gallons of water per day.
A second well has produced nearly as much again.
This brings the supply to approximately 6,100,000 gallons per day. Such an ample flow is nearly sufficient to supply the present consumption of the whole city of Long Beach (population estimated at 100,000).
Let us give you further information about soil, climate, residential restrictions and terms.

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES*, COMMONWEALTH TRUST CO., TRUSTEE

HOLLYWOOD
Grant E. Dolge
7060 Hollywood Blvd.
Phone 57444

REDONDO
H. H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Geo. W. Bruner
Pacific-Southwest Bank Bldg.,
Broadway and American Ave.
Phone 629-70

SANTA MONICA BAY DISTRICT
L. Neff
1126-28 Wilshire Blvd.
Santa Monica
Phone 23484

SAN PEDRO
T. M. Hyatt
523 Beacon St.
Phone 710

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

UPLAND
Upland Realty & Ins. Co., 324 Second Ave.
Phone 532

GLENDALE
Wm. F. Carroll
635 N. Isabel St.
Phone 2467-W

$4,452,500.00

JUNE 9—AUGUST 31

"Nothing Succeeds like Success"

FOUR million four hundred and fifty-two thousand five hundred dollars worth of property in Palos Verdes Estates has been transferred to new owners in the period June 9 to August 31. In these eighty-four days close to forty thousand people have visited Palos Verdes and each day has seen transactions amounting to more than $53,000.

One thousand nine hundred and ninety estates have been transferred in this period to fourteen hundred and eighty-two men and women who have found in Palos Verdes the ideal location for their permanent home.

Do you grasp the significance of this astonishing movement of Palos Verdes land? A new City by the Sea is building, a city designed and planned to be the most beautiful, the most artistic and lovely spot in all the world to live. And in less than ninety days new holders of Palos Verdes lands have mounted until today they *alone* provide population for a City of Five Thousand.

Are you awake to grasp this opportunity—the opportunity to secure now a place for your home in the one location destined to become the Riviera of America! Four hundred estates are priced under $4000.

HOW THE ESTATES ARE GOING

These figures tell a story of real estate transaction unparalleled, we believe, in the history of all the West. Study this table. Note that twenty-five per cent took more than one Estate. Do you know of an equal record anywhere?

Owners	Number of Estates taken	Total
1193	1	1193
195	2	390
44	3	132
22	4	88
15	5	75
4	6	24
4	7	28
1	9	9
2	10	20
1	12	12
1	19	19
1482		1990

BEST ROAD TO PALOS VERDES ESTATES

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Advertisement in
August, 1923
issue of
CALIFORNIA
SOUTHLAND.

All This Belongs To You

NATURE built it first—noble terraces—soft slopes of rich earth, little beaches and coves—a bay blue as Naples, a sweep of distant mountains, and the illimitable ocean.

What a place for your home!

And now it's open for selection—Palos Verdes Estates—with each distinctive homesite preserved and protected in a complete unity. It is the only subdivision in Southern California designed by America's greatest landscape Architects, with parkways, golf course and winding avenues to help you enjoy this incomparable beauty every day of your life.

Think well where you will build your permanent home. Los Angeles is a city of fast growing values and swiftly changing neighborhoods—you see it everywhere. In Palos Verdes you are assured of a seaside home-estate forever established on artistic and restricted surroundings.

No other place compares with Palos Verdes.

Let us send you full information. Address—

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES*, COMMONWEALTH TRUST CO., TRUSTEE

NEARLY A MILLION DOLLARS
for ONE PICTURE

A LAD like yours or mine—he's Gainsborough's "Blue Boy"—the world's most famous painting brought to Los Angeles at a cost of nearly a million dollars.

Each window of your home at Palos Verdes Estates may frame a picture even more masterly—more beautiful. The ocean dares to paint in blue—in silver, in greens and purples—in snowy wave-caps and hazy horizons and splendid distances—and every hour the picture changes as you watch it.

Think what your home can be—your own permanent estate, built on just that sloping terrace or rounded knoll that you select in this superb natural park—laid out for you by America's foremost landscape architects with parkways, golf course and winding avenues, and with sound restrictions protecting you and your neighbors. Every home-estate in Palos Verdes is desirable. No two are identical. You will find many that please you—and one that you prefer above all others in the world. We hope you will find it still unsold. Let us send you full information today. Address...

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES*, COMMONWEALTH TRUST CO., TRUSTEE

Advertisement
in
September
1923,
issue of
"CALIFORNIA
Southland"

Ad. No. 177
and 177-A

"Half a Million Dollars for Boulevards"

6 x 18"
L.A. Times Sept. 9
L.A. Examiner " 9

4 x 15"
L.A. Herald Sept. 11
L.A. Express Sept. 13
L.A. Record Sept. 14

WESTERN

G VALUES FOR

IN SCRIM—36-ordered. White. quality. 50c

TONNES—Bunines, full yard check or floral a special 18c

CURTAINS—ds long. Hem-l lace edged. use. Special $1.00

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ion Suits
cotton ribbed, 85c

CAPS
ewest patterns, s. $1.25 is the pecial 98c

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45c Stockings
Double knee, heel and toe. Black and cordovan.

Again the Weste
Greater Values. Re
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2nd FLOOR DRESS DEP

Silk Dres

Worth up to $15 and $20

$

Canton Crepes
Flat Crepes
Laces
Georgettes
Tricolettes
Crepe de Chines
All Colors.
Sizes to 44.

2nd FLOOR COAT DEPARTME

Silk Plush Coa

Worth to $24.95
Fine grade Plush Novelty Coll Cuff and Bottom. Full lined and terlined. Sizes to 48.

$12.95

1500 Pairs WO CHILD

Women's Novelty Footwear

NOVELTY WHITE CANVAS AND NUBUCK STRAP FOOTWEAR AND OXFORDS.
Trimmed in patent leather. Goodyear welt soles and rubber heels attached.
PATENT LEATHER AND BLACK SATIN TONGUE PUMPS
MANY, MANY OTHER STYLES—ONLY 4 STYLES ILLUSTRATED.
Values to $4.95
GREATER BARGAINS WERE NEVER OFFERED.

$1

Main Floor

BOYS $5.00 DRESS SH

Tan calf, French toe, high shoes; tan calf, French toe oxfords. Goodyear welt soles and rubber attached

$2

178

SUNDAY MORNING.

SCHOOL

What Discriminating People Say:

A PASADENA MOTHER—"Somehow my heart comes right up in my throat when I try to thank you for providing such a splendid school and being such a wonderful help to my boy. I notice improvements on each of his visits home, a change in him I can't describe, and I am grateful to you."

SECRETARY OF THE NAVY EDWIN DENBY—"I was very much impressed with the excellent showing made by the pupils of your Academy at the Review at the U. S. Marine Corps base at San Diego."

REAR ADMIRAL ROGER WELLES, U. S. NAVY—"I have seen the cadets at West Point drill. I have seen the midshipmen at Annapolis drill, and I think this Academy holds its own with either of these institutions."

MAJ. GEN. JOSEPH PENDLETON, U. S. MARINE CORPS—"I wish your institution all possible success, which I know it thoroughly deserves, I am glad to see it improving and growing as it is. I think it is one of the best institutions of the kind in the country, and I hope some day it will have a size commensurate with its deserts."

A PERSONAL WORD

I take real pleasure, parents, in giving some information regarding our school's work last year and in announcing some new features for the coming session which will begin on Sept. 19th.

The Academic work of the past session was the best in the history of the school. Excellent spirit permeated the various athletic teams and other student organizations. The student body was happier than ever before—and that is saying much, and there was such an increase in enrollment that four additional cottages had to be erected last semester, supplementing the main buildings, four residences removed from the main dormitory and eighteen other cottages which had been already erected. Because of some of the new features described below, an even greater increase in enrollments is expected for the coming session.

Naval Reserve Unit

At the time I founded the

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Ad. No. 178.

"What Picture Do You See From Your Windows

6 x 18 "

L. A.Times Sept 16

L.A. Examiner " 16

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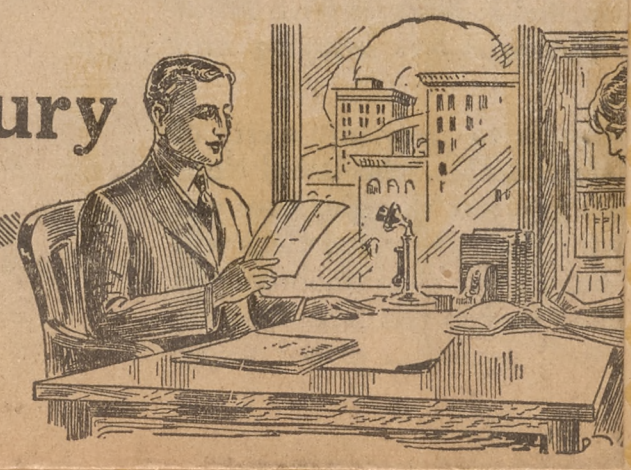
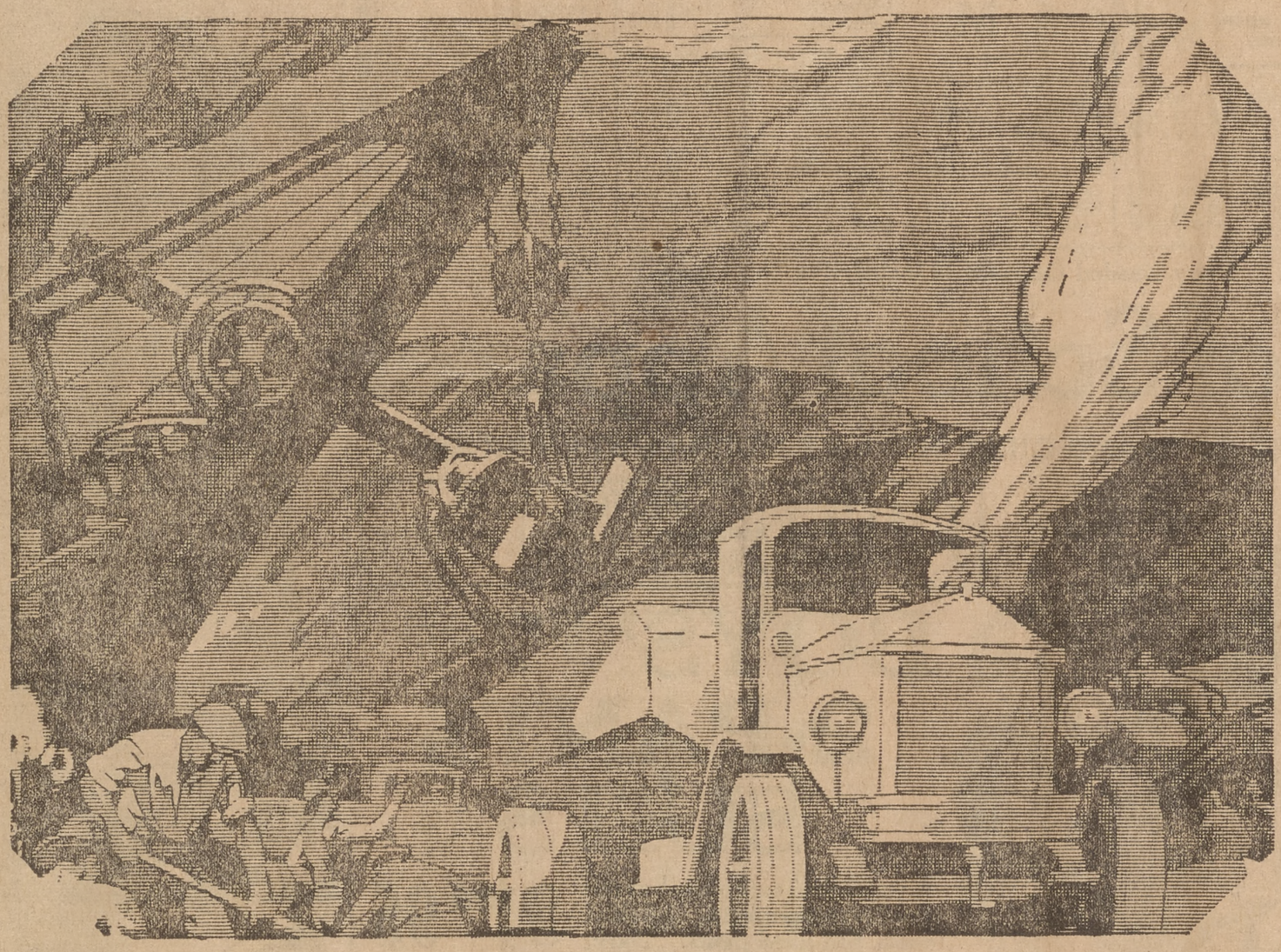


Foremost
for
40 Years



Half a Million Dollars for Boulevards

TWENTY miles of boulevards are under construction in Palos Verdes Estates. Four hundred and ninety-four thousand dollars will be expended *this year.* Plans call for a total of sixty miles of fine boulevards and streets.

Pipe is now being laid for an eleven-mile unit of *high pressure* water main, which is to be augmented by an adequate distributive system. Two hundred and sixty-four thousand dollars is the 1923 budget for this first section of the water system.

With the entire course roughed in, and grading practically completed, the first nine holes of the Palos Verdes golf course will be ready for play shortly after New Years. This course—of championship length—will be the only *seaside, grass* course adjacent to Los Angeles. It is being developed at a cost of $60,000 by Mr. William P. Bell.

You should visit the Estates today and see for yourself the magnificent plans of the world's foremost landscape architects, engineers and city planners developing before your eyes. Only then will you appreciate the beauty and tremendous scope of Palos Verdes. And you will appreciate more than ever how great an opportunity still exists with splendid ocean-view homesites priced under $4000. Come today.

ESTATES OF EVERY SIZE AND PRICE

Each homesite in Palos Verdes is different, each delightful and each protected by permanent restrictions. There are sites of exquisite beauty, for artistic cottages, priced under $4000 and there are great estates for $40,000. Whatever your purse, or desire, you may find in Palos Verdes just the place you have always wanted.

More than twelve hundred men and women have already chosen homesites here. You should decide today for nowhere in California will you find such property presented at equal price.

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

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POMONA
Tolton Company
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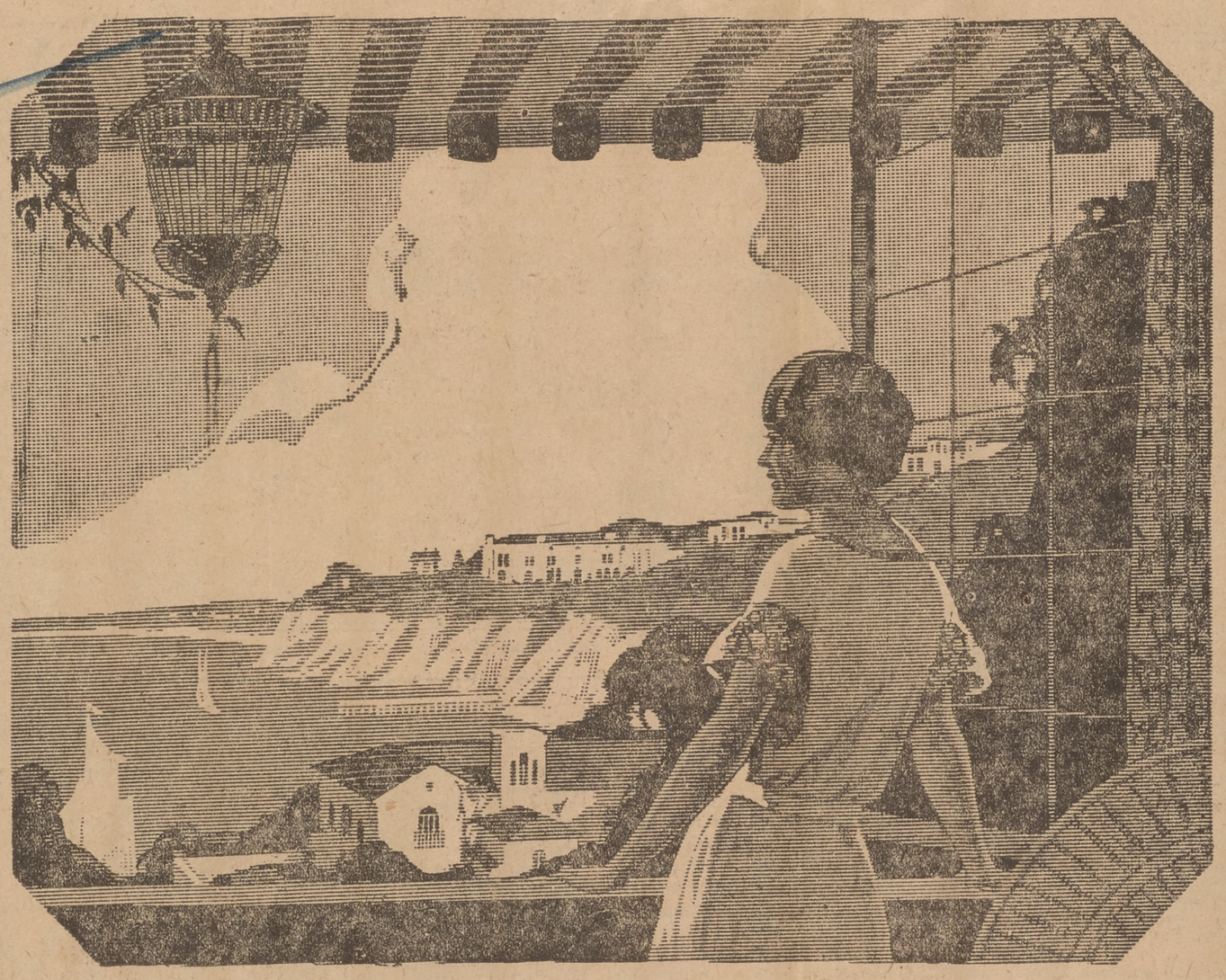
Pomona

SAN PEDRO
T. M. Hyatt
523 Beacon St.
Phone 710

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

178



WHAT PICTURE DO YOU SEE FROM YOUR WINDOWS?

EVERY window of your home in Palos Verdes may frame a picture for you. Illimitable ocean—white-capped to hazy horizons—gay fishing fleets, swift-moving yachts and men-o-war all in review. Dazzling sunshafts breaking into patterns on rugged, bronze cliffs—and beyond—embroidered in variegated colors on the plain—the cities of the coast stretching toward the purple mountains.

Think what it means to have every day such a glorious vista from your windows and to live where development—under the direction of the Olmsted Brothers, designers of Central Park, New York, the San Diego Exposition, and co-workers with Saint-Gaudens in creating the Lincoln Memorial—is bringing into being the Riviera of America!

Have you thought how Palos Verdes is to grow into a city of homes, with its own business centers, churches, schools and clubs—complete in every respect? And have you thought how you may choose your home-estate, knowing that wise restrictions will guard your investment and that before you—in unobstructed magnificence—you will always have superb pictures of ocean, mountains and cities. There are still homesites priced under $4000.

ESTATES FOR EVERY PURSE

Your surroundings are forever insured at Palos Verdes—protective restrictions are made a part of the deed to every piece of property.

There are sites for artistic homes of every price—you may purchase property knowing in advance the kind and character of development that will take place thereabouts. The following tabulation shows the apportioning of building restrictions:

Restriction	Number of lots
$3500 to 5000	919
6000 to 7000	641
8000 to 10,000	1252
10,000 to 20,000	747
25,000 to 100,000	80
	3639

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PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

10 Readers

(Incorporating Ad. Nos. 179, 180 and 181)

2 lines

L.A. Times	Sept.	19,20 21,22
L.A. Examiner	"	19,20 21,22
L.A. Herald	"	19,20 21,22
L.A. Express	"	19,20 21,22

golf?

The golfers' opportunity announced Friday—Page 12

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"My wife plays golf every day" See page 12 Friday

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You must read the announcement on page 12 Friday

Tourists without golf club membership see page 12 Friday

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News of great interest to golfers Page 12 Friday

...nks?

Grass greens and fairways for eleven! See page 12 tomorrow.

A knoll for a hanging garden. See page 12 Friday.

...one's throw to your own golf course. Page 12 tomorrow.

Save cost of golf club membership. See page 12 Friday.

Lights of a dozen cities from all eleven—Page 12 tomorrow.

...very ...day.

Tomorrow—news important to golfers. Page 12.

resulted.
You must see page 12 tomorrow. Opportunity for eleven.

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Golfers, see Palos Verdes Advertisement, Page 12

Real Palos Verdes adv. on page 12 Unusual news

...en big golf-course lots at original ...s. See Palos Verdes adv., page 12

An unusual Palos Verdes announcement on page 12. Read it.

Newcomers seeking investment opportunity—Palos Verdes adv., page 12 a

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Put club initiation fees into Palos Verdes homesite and have golf, too. See page 12

Eleven golf-course homesites! See Palos Verdes adv., page 12

...Verdes ad- ...pers.

Golfers—read the Palos Verdes advertisement. Tomorrow's papers.

Unusual Palos Verdes announcement in tomorrow's papers—read it!

...Opportunity for eleven—read Palos Verdes announcement in tomorrow's papers.

Golf by the sea—Tomorrow's Palos Verdes advertisement tells how.

News of great interest to golfers. Palos Verdes adv. Tomorrow's papers.

...Verdes

Tomorrow's Palos Verdes advertisement—an unusual golf announcement.

Golf by the seashore at Palos Verdes. Tomorrow's papers.

ELEVEN GOLF-COURSE Lots Open for Public Reservation Tomorrow [Original Prices]

OVERLOOKING Palos Verdes golf course—and on the broad avenue, Via Campesina, that leads to the club-house site—*eleven* extraordinarily choice lots will be opened for public reservation Sunday, September 23rd.

These lots have never before been available and are adjacent to the golf course which opens in January. The great demand for this limited property has already absorbed $235,400 worth of it. As an investment or a site for a permanent residence these home-estates should appeal particularly to golfers. Prices range from $2800 to $5000.

No two of these eleven lots are alike. Some are level, others have perfect knolls for building sites and three are made for quaint cottages with hanging gardens.

From every lot there is a superb view. Malaga Cove glistens to the west. North and east, beyond the gray-blue grove of eucalyptus, the lights of a dozen cities twinkle and on clear days the distant mountains of Santa Barbara form a hazy horizon.

We hope you will find unreserved the one lot that you want. There are many splendid lots in Palos Verdes—but these are unusual. We suggest that you telephone our nearest office immediately for an appointment to view these lots.

Reservations are acceptable only Sunday, September 23rd. Original prices prevail for all eleven lots.

PRICES and SIZES of Golf-Course Lots Open Sunday

Lot No.	Size (Approx.)	Price
1	100 x 150	$4200
2	90 x 160	3600
3	90 x 130	2800
4	100 x 130	3000
5	90 x 180	4000
6	90 x 210	5000
7	100 x 220	5000
8	80 x 180	4000
9	85 x 140	3000
10	80 x 125	3000
11	80 x 100	2800

Deferred Payments Arranged

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L.A. Herald

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How far do you travel to play golf? See page 12 Friday

The golfers' opportunity announced Friday—Page 12

...e man buried here.

"My wife plays golf every day" See page 12 Friday

Your own golf course at your door See page 12 Friday

You must read the announcement on page 12 Friday

Tourists without golf club membership see page 12 Friday

Eighteen-hole seaside grass golf course at your disposal. See page 12 Friday

News of great interest to golfers Page 12 Friday

Why play on crowded municipal links? See page 12 tomorrow.

Grass greens and fairways for eleven! See page 12 tomorrow.

A knoll for a hanging garden. See page 12 Friday.

You may be one of the eleven. Page 12 tomorrow.

A stone's throw to your own golf course. Page 12 tomorrow.

Save cost of golf club membership. See page 12 Friday.

Lights of a dozen cities from all eleven—Page 12 tomorrow.

...reduction...
...cents.

Nine holes before breakfast every morning. See page 12 Friday.

Tomorrow—news important to golfers. Page 12.

...resulted.

You must see page 12 tomorrow. Opportunity for eleven.

Property adjacent to golf courses is limited. See Palos Verdes adv., p. 12

Golfers, see Palos Verdes Advertisement, Page 12

Real Palos Verdes adv. on page 12 Unusual news

Eleven Palos Verdes golf course lots at original prices—See page 12

Eleven big golf-course lots at original prices. See Palos Verdes adv., page 12

An unusual Palos Verdes announcement on page 12. Read it.

Newcomers seeking investment opportunity—Palos Verdes adv., page 12

Open Sunday—eleven new Palos Verdes golf-course lots. See page 12

Put club initiation fees into Palos Verdes homesite and have golf, too. See page 12

Eleven golf-course homesites! See Palos Verdes adv., page 12

Want to golf? See Palos Verdes advertisement in tomorrow's papers.

Golfers—read the Palos Verdes advertisement. Tomorrow's papers.

Unusual Palos Verdes announcement in tomorrow's papers—read it!

Read the golf announcement in Palos Verdes adv. Tomorrow's papers.

Opportunity for eleven—read Palos Verdes announcement in tomorrow's papers.

Golf by the sea—Tomorrow's Palos Verdes advertisement tells how.

News of great interest to golfers. Palos Verdes adv. Tomorrow's papers.

Golfers will be delighted—Palos Verdes announcement tomorrow.

Tomorrow's Palos Verdes advertisement—an unusual golf announcement.

Golf by the seashore at Palos Verdes. Tomorrow's papers.

ELEVEN GOLF-COURSE Lots

for Public Reservation Tomorrow [Original

OVERLOOKING Palos Ve
course—and on the broad avenu
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eleven extraordinarily choice l
opened for public reservation Sunday, Septe

These lots have never before been availal
adjacent to the golf course which opens
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should appeal particularly to golfers. P
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Ad. No. 182
"Eleven Golf-course
Lots open for Public
Reservation Sunday"

4 x 15"

L.A. Express Sept 21
L.A. Examiner Sept 21
L.A. Herald Sept 22
L.A. Times Sept 22

Ad. No. 183.

4 x 15"

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Today 11 Golf Course Lots open for Reservation"

- - - -

L. A. Times Sept. 23
L.A. Examiner " 23

TODAY—*ELEVEN GOLF-COURSE LOTS Open for Public Reservation* [Original Prices]

TODAY you may choose your home-site *by the golf course* in Palos Verdes Estates *at original prices.* Eleven new lots are open for reservation.

Here is an opportunity for the lover of golf to secure, at a moderate cost, a home-estate within a few hundred feet of, and overlooking, what is to be the finest grass sea-side course in California. The course opens in January.

Only a limited amount of property facing the golf links is to be had at any price. Already $235,400 worth of this property has been transferred to new owners.

There is no dull uniformity about these eleven lots. Each is different—each delightful. From the knoll on which they lie you will find in every direction some new prospect of ocean or distant mountains to enchant you. And you will find a dozen places where you would like to build your home, with your windows commanding green fairways.

These are not ordinary lots—they are home-estates! There are only eleven pieces in this block. We advise you to make your reservation early today.

Paragraph at the left gives prices and sizes.

PRICES and SIZES of Golf-Course Lots Open Sunday

Lot No.	Size (Approx.)	Price
1	100 x 150	$4200
2	90 x 160	3600
3	90 x 130	2800
4	100 x 130	3000
5	90 x 180	4000
6	90 x 210	5000
7	100 x 220	5000
8	80 x 180	4000
9	85 x 140	3000
10	80 x 125	3000
11	80 x 100	2800

Deferred Payments Arranged

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES,* COMMONWEALTH TRUST CO., TRUSTEE

HOLLYWOOD
Grant E. Dolge
7060 Hollywood Blvd.
Phone 57444

LONG BEACH
Geo. W. Bruner
213 Pacific-Southwest Bank Bldg.
Broadway and American Ave.
Phone 629-70

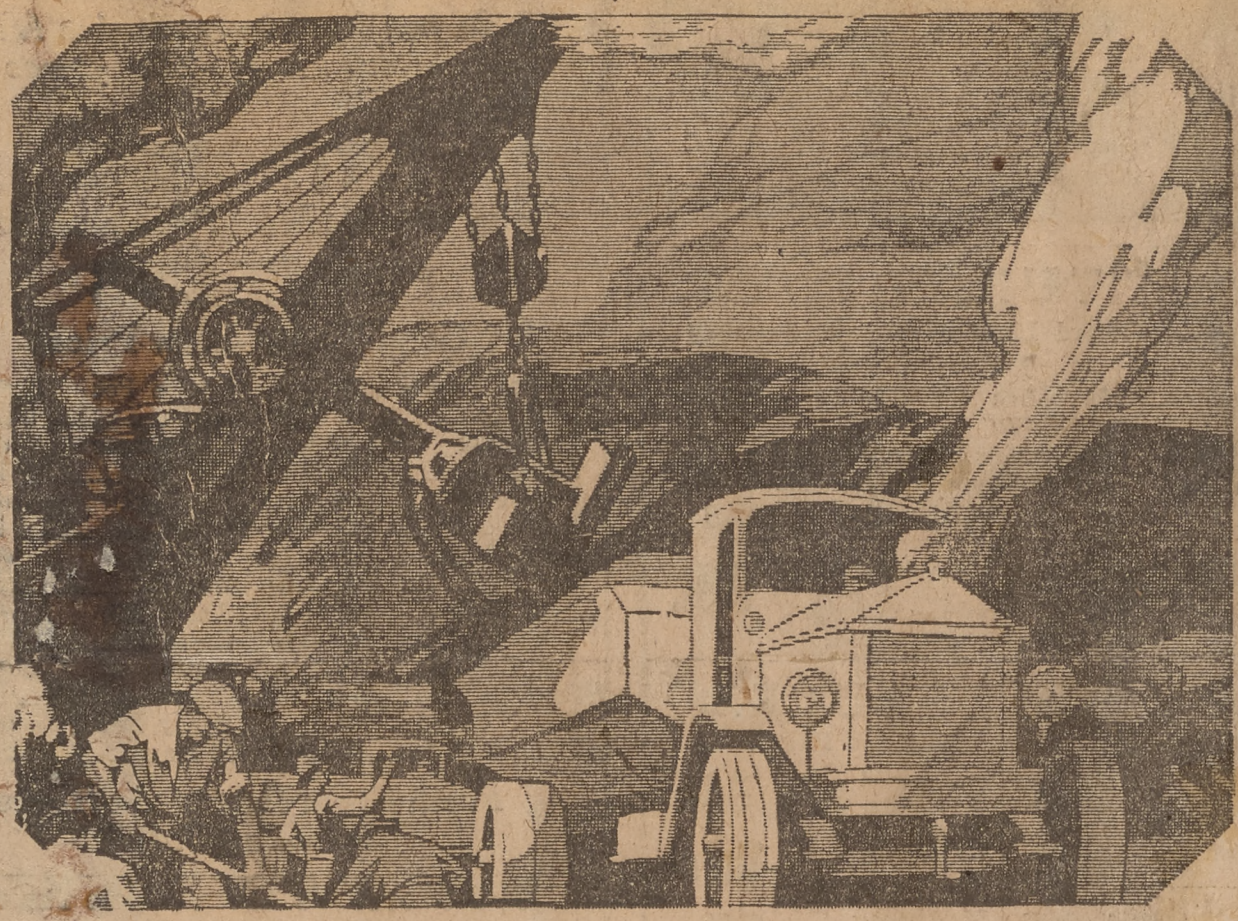
REDONDO
H. H. Towle
Lobby Redondo Hotel
Phone 5005

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

SANTA MONICA BAY DISTRICT
L. Neff
1126-28 Wilshire Blvd.
Santa Monica
Phone 23484

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
T. M. Hyatt
523 Beacon St.
Phone 710



Half a Million Dollars for Boulevards

TWENTY MILES OF boulevards are under construction in Palos Verdes Estates. Four hundred and ninety-four thousand dollars will be expended *this year*. Plans call for a total of sixty miles of fine boulevards and streets.

Pipe is now being laid for an eleven-mile unit of *high pressure* water main, which is to be augmented by an adequate distributive system. Two hundred and sixty-four thousand dollars is the 1923 budget for this first section of the water system.

With the entire course roughed in, and grading practically completed, the first nine holes of the Palos Verdes golf course will be ready for play shortly after New Years. This course —of championship length—will be the only *seaside, grass* course adjacent to Los Angeles. It is being developed at a cost of $60,000 by Mr. William P. Bell.

You should visit the Estates today and see for yourself the magnificent plans of the world's foremost landscape architects, engineers and city planners developing before your eyes. Only then, will you appreciate the beauty and tremendous scope of Palos Verdes. And you will appreciate more than ever how great an opportunity still exists with splendid ocean-view homesites priced under $4000. Come today.

ESTATES OF EVERY SIZE AND PRICE

Each homesite in Palos Verdes is different, each delightful and each protected by permanent restrictions. There are sites of exquisite beauty, for artistic cottages, priced under $4000 and there are great estates for $40,000. Whatever your purse, or desire, you may find in Palos Verdes just the place you have always wanted.

More than twelve hundred men and women have already chosen homesites here. You should decide today for nowhere in California will you find such property presented at equal price.

Best Road to Palos Verdes Estates

From Long Beach go west on Anaheim Road—through Wilmington, Harbor City, Lomita—westward to the ocean. Then take new road leading off to the south (left) into Palos Verdes Estates. You will enjoy the trip and the view.

For information on trips, call at Long Baech office.

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES*, COMMONWEALTH TRUST CO., TRUSTEE

Long Beach Representative

GEORGE W. BRUNER

Room 213 Pacific Southwest Bldg., Broadway and American Ave.—Phone 620-70

Ad. No. 177-B.

4 x 15"

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alf a Million Dollars
for Boulevards."

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19, married seven weeks, set the twentieth century record for intolerance when she told in the Court of Domestic Relations that she would not give her husband, Ray Havecamp, "another chance," because he had been playing poker.

In the seven weeks, says Havecamp, he has been away from his bride only four hours, and part of that time he played poker with men friends. He pleaded with her, in the social service department, to let him try all over again, to live apart from him if she wished, but to let him try to win her back.

The bride, smiling and dimpled, said: "No, no more chances."

The husband told her he loved her. He said he wanted her home. He would do anything in his power to make up for his sins of omission, but the bride said she didn't like him—she was through.

Ad. No. 186

"Home of Mr. H. H. Crossman."

6 x 18"

L.A. Examiner Sept. 30

4 x 15"

L.A. Express	Oct. 2
L.A. Daily News	3
Long Beach Telegram	3
L.A. Herald	4
Long Beach Press	4
Santa Monica Outlook	4
Pomona Progress	4
San Pedro Pilot	5
Redondo Breeze	5
Pomona Bulletin	5

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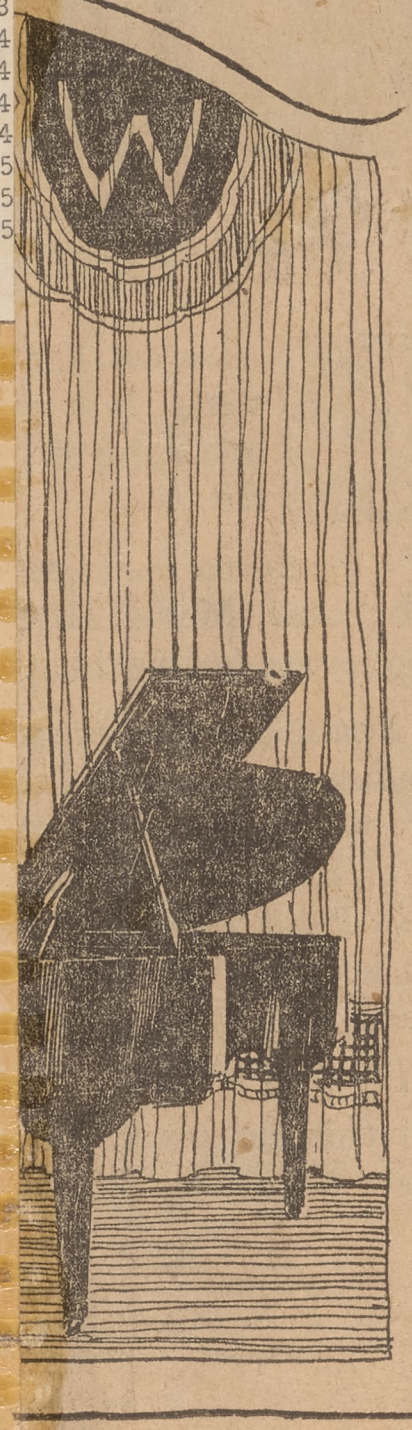
FROM OCEAN TO OCEAN

95



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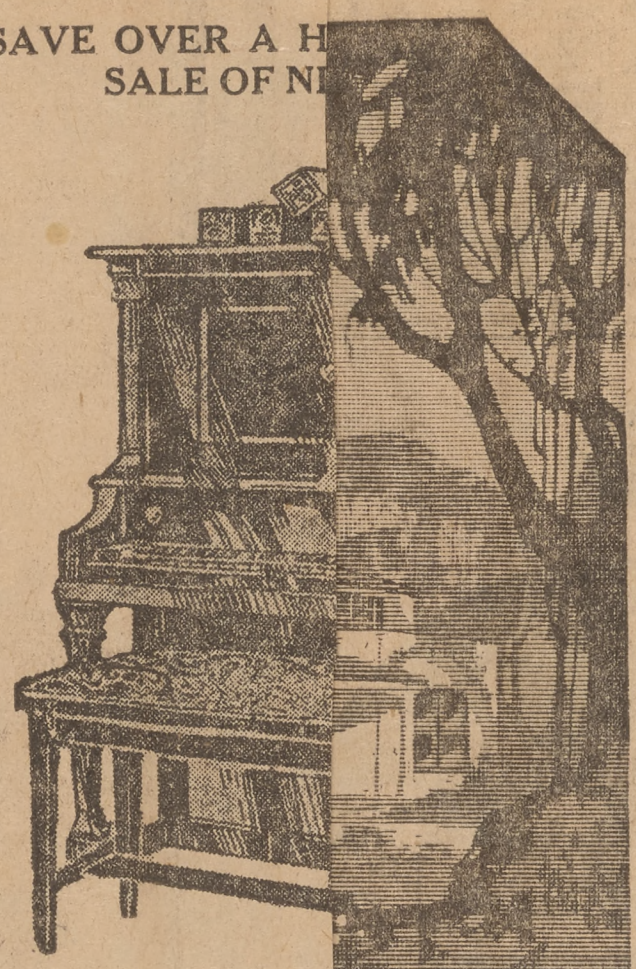
A Beautiful New Grand Piano

Player

SAVE OVER A H
SALE OF NE



Only a Limited Number of These Wonderful Values

Pay only

for nev

with free { *Floor* *Playe*

complete outfit shown for

Ne

Se habla Espanol.

This player has the late
Domingo mahogany—th
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Also a full 88-note sca
the standard makes of

And a double repeating
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touch.

It has a five point moto

And hammer pads ma
Australian wood.

The RUD

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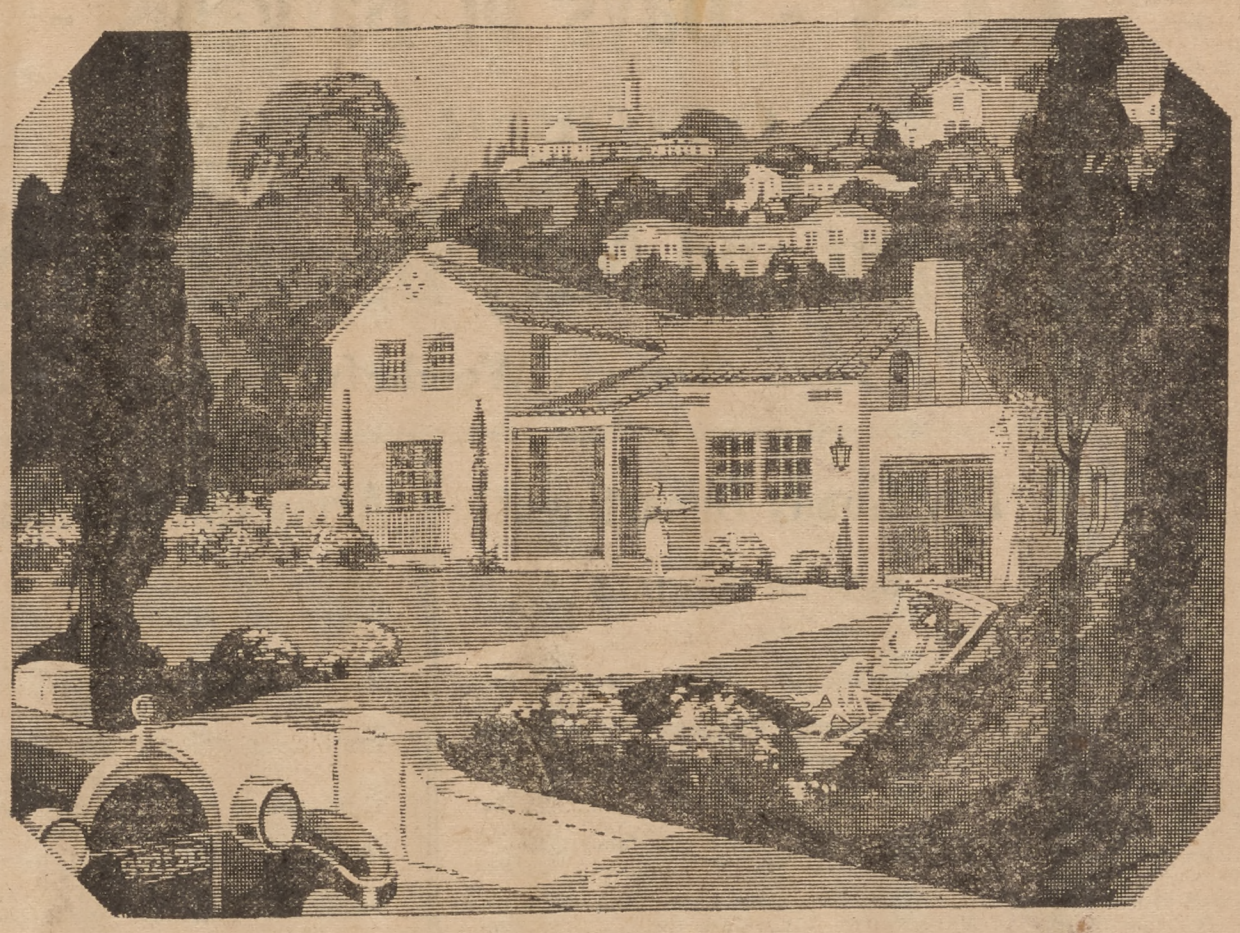
All the world's tunes, music! 20 double-face records are 40 selections. Think all the good music that may includ

Open Evenings

RUDOLPH WURLITZER

67 West Seventh
At Grand
Phone 822-021



Mrs. J. V. Walden Will Live Here

AMONG the hundreds of delightful sites for a home in Palos Verdes Estates, Mrs. J. V. Walden of Redondo has chosen a spot with an inland prospect quite as splendid as the ocean view.

Mrs. Walden's residence—*to be erected immediately*—looks back to mounting terraces that will carry successive pictures of happy homes and bright flowered gardens, and—above—the club house, with its gay tower and spire. From the windows—there is the sea sparkling blue and accented here and there by white sails, or shadowed by smoke-streamers of swift-going liners. It's a pleasant place for a home—one that you would like to live in always.

And here is something for you to consider—you who still dream about your bit of Palos Verdes: Since August first more than 1600 men and women have chosen places for their permanent homes in this new City by the Sea. The value of their holdings amounts to more than $5,000,000.00. Fifty homes, it is estimated, will be building by Christmas. All this you should consider *now* while some lots are still priced under $4000.

PERMANENT HOMES FOR FAMILIES

It is noteworthy, in this period of rapid sale and resale of Southern California properties, that owners of Palos Verdes lots are making plans for permanent *homes, where they expect to live indefinitely.*
Such stability of purpose comes from the knowledge that here will be restrictions and improvements that guarantee high character of neighbors and surroundings. These things insure increasing values.
Write for our new booklet describing Palos Verdes Estates.

THE ILLUSTRATION

The J. V. Walden residence from the architects sketch and a painting made on the property.
Architects: Meier & Bountheau.

Best Road to Palos Verdes Estates

Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates.

Luncheon For President of C. of M.

Three interested members of the Parent Teacher Association of this city were present in Los Angeles on Wednesday at a luncheon for the state president of the Congress of Mothers, Mrs. Hugh Bradford, of Sacramento. The luncheon was given at the Broadway department

decided advantage.

Camp Fire Speaker

Bessie Brown, who has unworked for the promotion

violin solo by Mrs. J. F. children's chorus, led by da Jamieson, community a spelling bee and a game a prize will make a happy concluding with a social refreshments. All parents d to attend.

The Home of Mr. H. H. Crossman

FOR a cottage or a mansion—there is a site for just the home you want in Palos Verdes Estates.

On a rising terrace, just below the new club house, Mr. H. H. Crossman of Los Angeles is erecting his permanent home.

Of Spanish architecture—with wide windows to command the sea—this cottage will bring pride of ownership and joy of living unattainable elsewhere—for in Palos Verdes every home possesses a priceless asset in the ever-changing ocean, the gleaming cities and hazy, purple mountains.

Isn't this the place you want to live—where beauty and character of improvements—are paramount? Here in a City by the Sea, you have your own golf course, bathing beach, club house and miles of winding avenues for your enjoyment. Your home environment will always be protected by sound restrictions and the thoughtful attention of the Art Jury.

Palos Verdes Estates—the master work of the famous Olmsted Brothers—brings the opportunity to have at a reasonable price a home-estate—for a mansion or a cottage—where values are increasing and where you can get the most out of life.

Before prices mount higher choose the place for your home. There are still sites under $4,000.00.

HOMES OF DISTINCTION

It is estimated that fifty homes will be under construction in Palos Verdes Estates by January first. The home of Mr. H. H. Crossman, illustrated above, was selected because it is one of the first residences on which building has begun and because it shows an artistic Spanish design for a cottage costing less than $8,000.00.

(An illustrated booklet describing the Palos Verdes Estates is yours for the asking.)

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Palos Verdes Estates

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L. Neff
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285 N. Garey St.
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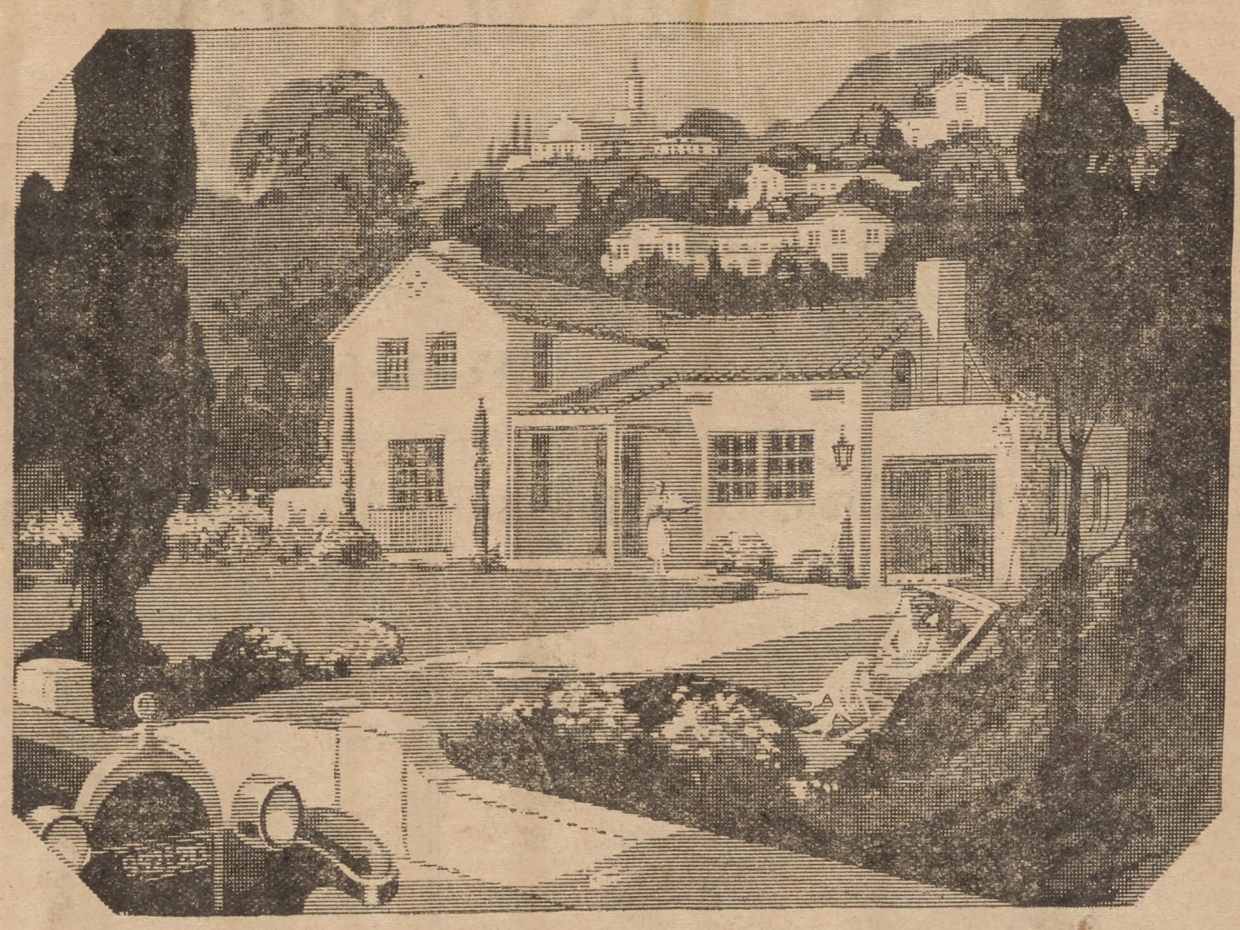
T. M. Hyatt
523 Beacon St.
Phone 710

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District



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Such stability of purpose comes from the knowledge that here will be restrictions and improvements that guarantee high character of neighbors and surroundings. These things insure increasing values.
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THE ILLUSTRATION

The J. V. Walden residence from the architects sketch and a painting made on the property. Architects: Meier & Bountheau.

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Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES*, COMMONWEALTH TRUST CO., TRUSTEE

Redondo Representative

H. H. TOWLE

Lobby, Redondo Hotel **Phone 5005**

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Oct. 7

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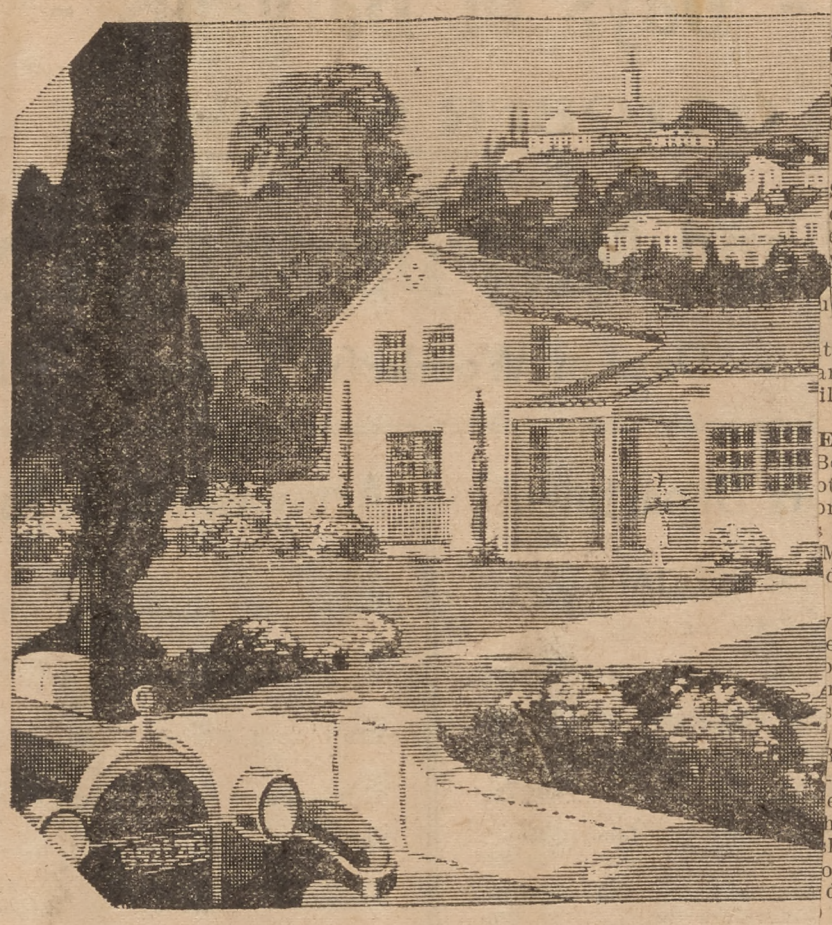
PALOS VERDES ESTATES
Office near entrance
Malaga Cove District



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PERMANENT HOMES FOR FAM

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Architects: Meier & Bountheau.

Best Road to Palos Verdes Es
Follow Redondo Esplanade to end. Turn inla
Then take new road leading off to south into
Estates.

ion Porter, patriotic
gave a drill, and Mrs. P
ted three flags, one ea
nd Fred Lukes and Mari
These three girls ha
in practice or attendan
thing was the song, "Ju
at Nora Bennett sang
dent, Mrs. Annie Cook. T
y was a red-letter one
ry of the corps, affordi
time for members and
officers.

O—O

Sunday Luncheon

d Mrs. C. E. Seargeant
entertained with a luncheo
y Mrs. Seargeant's paren
Mrs. A. S. Day, and th
ests, Mr. and Mrs. H.
Mrs. Murray was M
t's former Sunday scho
nd knew her when she w
ild in Colorado.

O—O

Entertain Sororiety

Bess Culler and Miss Mal
oth members of the Alph
roriety entertained sis
Saturday evening at t
Miss Bess Culler. The fifte
dies, who come from
the west and middlewe
ed with a 7:00 o'clock d
e evening was spent
or many these social e
ng the only wap of meeti
e friends.

O—O

Baptist Ladies' Aid

-day meeting of the Ladi
ety of the Baptist chur
he church parlors on Thu
hed many articles for t
o be held in December.
dinner was enjoyed at noo
o'clock the missiona
met in the parlors of t
Mrs. Anna Shepherd h
f the program and Mrs.
was chairman of the soc

O—O

eption For New Pastor

hursday evening the me
the Methodist church a
rs of other churches in t
de the public will gather
rs of the Methodist chur
me the new pastor, Rev.
ate of Ventura. Rev. Ho
d be in the church for t
Sunday. A brief address
will be given Thursd
by the heads of the depa
the church. The comm
announces that there w
sical program with reading
ill be followed by a soci
inted time and refres

O—O

ighth Birthday Party

little Lucy Joy Sale cel
riday with a birthday par
happy by the presence
dmother, Mrs. H. M. La
d a few of her guests. T
sts were all talented a
impromptu program
A few games were play
the guests were usher
dining room, where t
ere pulled down and t
dlestick with pink candl
sy glow over the table. T
cake was covered with pi
eaths and the refreshmen
ied out in this color. Gues
e family and grandmoth
rances Cheney, Dorot
Mary McLennan, Elean
William Cheney, besi
ss.

O—O

Evening At South Schoo

t is to be "big night" f
nts and teachers of t
nool district. The reas
eing a red letter night
that the Parent Teach
on is going to have char
gram at another of the
evenings. The progra
an exceptionally good on
charge of Mrs. F. B. Ma
evening is not only for
od time but to acquaint t
and parents. The follo
be the program: Five-mi
by O. N. Tomlinson and
r; instrumental selecti
m Dill; solo by J. K. Boa
wife accompanying on t
strumental by Mrs. C.
; violin solo by M
child

Ad. No. 184

"Home of Mrs. J. V. Walden."

6 x 18"

L.A. Examiner Oct. 7

4 x 15"

L.A. Express	Oct. 9
L.A. Daily News	10
Long Beach Telegram	10
L.A. Herald	11
Santa Monica Outlook	10
Long Beach Press	11
Pomona Progress	11
San Pedro Pilot	12
Redondo Reflex	12
Pomona Bulletin	12

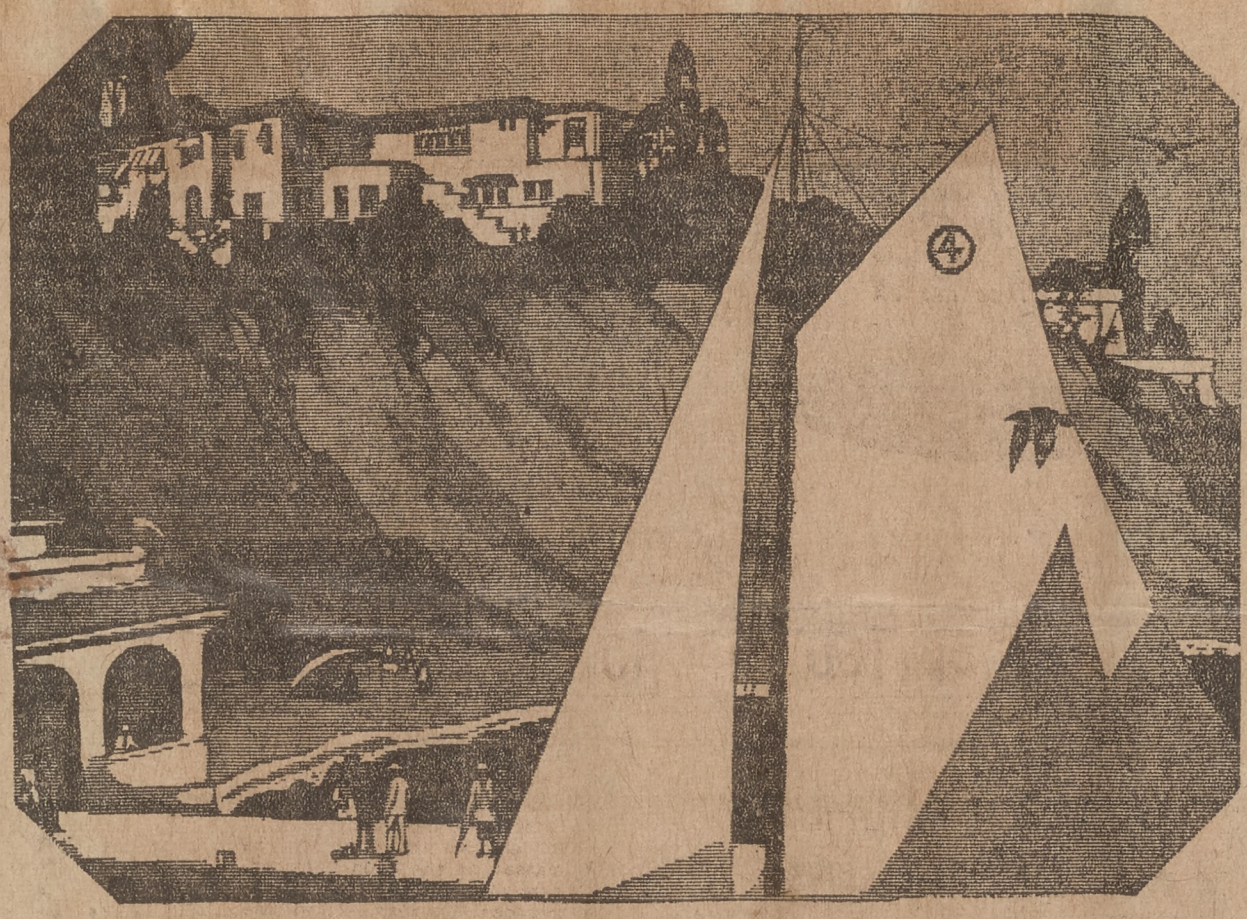
Ad. No. 181

"Your Home by Malaga Cove."

Full Page Ad.
L.A.Examiner Oct.14

4 x 15"

L.A.Express	16
L.A.Daily News	17
L.B. Telegram	17
L.A. Herald	18
L.B. Press	18
Santa Mon Outlook	18
Pomona Progress	18
Sa.Pedro Pilot	19
Redondo Breeze	19
Pomona Bulletin	19



Your Home by Malaga Cove

GIGANTIC BLAST TO BLOW MOUNTAIN INTO SEA, SUNDAY, 3 P. M.

The greatest blast ever set off in Southern California will be fired next Sunday at 3 p. m. sharp, in Palos Verdes estate. One hundred and twenty thousand pounds of black powder and half a ton of dynamite will be used to blow a great hillside into the sea to clear the way for the construction of the magnificent Coast Line Boulevard.

No danger. Ample policing. Come and see this great spectacle.

Best Road to
Palos Verdes Estates

From Long Beach go west on Anaheim Road—through Wilmington, Harbor City, Lomita—westward to the ocean. Then take new road leading off to the south (left) into Palos Verdes Estates. You will enjoy the trip and the view.
For information on trips, call at Long Beach office.

WHAT a site for your home! The splendid terraces of Malaga Cove mount above the sea—each different—each curving knoll and gentle slope holding a new picture of blue ocean, glistening sails and tawny cliffs.

Choose your home estate here. With such resources of scenic beauty you may build your home as you stand here—and build it again—each vision capturing another view, another landscape possibility, another unsuspected advantage. Here is distinction, character, beauty with sound restrictions to protect you and your neighbors.

Palos Verdes Estates planned as a single unit—as you might plan your garden—has engaged, for two years, the skill and artistry of America's foremost engineers and landscape designers. Winding roads and avenues—wide parkingways—golf course—club house—all these are building.

You will find many homesites that will please you—a number are priced under $4000. And there will be one—perhaps by blue Malaga Cove—that you will prefer above all others. We hope you will find it unsold.

Palos Verdes Estates

GENERAL SALES OFFICES, 5TH FLOOR LANE MORTGAGE BUILDING, 8TH AND SPRING STS.
HENRY CLARKE, DIRECTOR OF SALES. BANK OF AMERICA, TRUSTEE.

LONG BEACH REPRESENTATIVE

HOWARD H. TOWLE

213 Pacific-Southwest Bank Bldg., Broadway and American Ave. Phone 629-70

$5,179,400.00 - JUNE 9 - AUGUST 31

An achievement in Real Estate

BETWEEN June 9 and August 31 more than 2344 estates in Palos Verdes — totalling $5,179,400 — were transferred to 1607 men and women. It is noteworthy that 25% of the purchasers took more than one lot. Close to 40,000 people visited the Estates during this period and each day transactions amounted to more than $53,000.00—great achievements in Real Estate, you will agree.

Expenditures on boulevards this year will amount to $494,000.00. Twenty miles are under construction and forty additional miles are planned.

Pipe is now being laid for an eleven-mile high pressure water main unit, which is to be augmented by an adequate distributive system. The 1923 budget for this first section of the water system is $264,000.00.

The first nine holes of the Palos Verdes golf-course will be ready for play shortly after New Years. This course developed at a cost of $60,000.00 will be the only sea-side grass course adjacent to Los Angeles.

Work at Palos Verdes is rapidly progressing. Visit the Estates and see for yourself the magnificent plans of the world's foremost landscape architects, engineers and city planners developing before your eyes.

Let us send you full information.

TO CALIFORNIA REALTORS

In many territories there are excellent opportunities for Palos Verdes Sales Representatives. We invite correspondence from realtors of high standing in their local communities.

Due to the distinctiveness and scope of the Palos Verdes Project, a national demand for this property has been created among home seekers and investors who desire high class sea-side residential estates.

Palos Verdes Estates

GENERAL SALES OFFICES, 929 S. BROADWAY, *HENRY CLARKE, DIRECTOR OF SALES*, COMMONWEALTH TRUST CO., TRUSTEE

Ad. No. 185

"$5,179,600. June to August"

October Issue

California Real Estate

Ad. No. 180

"Across Fairways & Greens

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4 x 15

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L.A. Herald 25
L.B. Press 25
S.M. Outlook 25
Pomona Progress 25
San Pedro Pilot 26
Pomona Bulletin 26
Redondo Breeze Nov. 5

ied by Adeline Bab
—"Poppies and Swe
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airways and Greens to Blue Ocean

N here a game—on
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Soft breezes refresh
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nt—wholly satisfying
Golf Course, open for
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surpassed grass, seaside
pionship length. You
every day over rolling
very hole is different

and the *natural* hazards are a challenge to your skill.

It all belongs to you—you who choose your home in Palos Verdes. A Golf Course at your door!

Consider well before you go elsewhere. Famous architects and landscape designers are building for you an ideal, residential City by the Sea. With its winding avenues, splendid sites and wise restrictions you may at moderate prices (*400 lots are priced under $4000*) choose in Palos Verdes a place to live always where there is beauty, friendship and health.

COURSE TO OPEN AFTER NEW YEARS

nine holes of the new $60,000 golf course, will open for play shortly after New Years. erdes Course will be the only grass, seaside course *between Santa Barbara and San Free from fog and extremes of heat or cold it will be a year 'round course of champuality.*

chitect Wm. P. Bell, who has planned the course says, "Palos Verdes will be a severe a scratch player, for its natural hazards and undulating terraces have eliminated the of artificial bunkers or traps. It is a natural *course with a wonderful ocean view. le is different and the ninth and eighteenth will call for the best a golfer has."*

Best Road to Palos Verdes Estates

Pomona drive to Los Angeles and thence to Redondo. Follow Redondo ade to end. Turn inland one block. Then take new road leading off to south alos Verdes Estates. You will enjoy the trip and the view.

os Verdes Estates

OFFICE: 5TH FLOOR LANE MORTGAGE BUILDING, *EIGHTH* AND SPRING STREETS
Director of Sales BANK OF AMERICA, *Trustee*

POMONA REP RESENTATIVE

olton Company

H GAREY PHONE 30

PALOS VERDES ESTATES

General Sales Office, 929 So. Broadway
Henry Clarke, Director of Sales
Commonwealth Trust Company, *Trustee*

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"Palos Verdes Estates

Page Ad

EUCLIDEAN

Across Fairways and Greens to Blue Ocean

VISION here a game—on close-clipped fairways and greens—with the ocean, blue as a Mandarin skirt, at your feet. Soft breezes refresh you; the flash of silver surf on tawny cliffs and gleaming sands paints at each tee a new picture for your enjoyment.

Utterly different—wholly satisfying Palos Verdes Golf Course, open for play after New Years, brings to the Estates an unsurpassed grass, seaside course of championship length. You may play here every day over rolling hills where every hole is different and the *natural* hazards are a challenge to your skill.

It all belongs to you—you who choose your home in Palos Verdes. A Golf Course at your door!

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Best Road to Palos Verdes Estates

From Pomona drive to Los Angeles and thence to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Palos Verdes Estates

GENERAL SALES OFFICE: 5TH FLOOR LANE MORTGAGE BUILDING, *EIGHTH* AND SPRING STREETS

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EUCLIDEAN

Ad. No. 189

"How Big is Your Fron

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L.A. Daily News
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SanPedro Pilot
Redondo Breeze
L.B. Telegram

How Big is Your Front Yard?

A HUNDRED miles of cliffs and surf—a mountain range lofting a mile high into the clouds—twenty cities with their gleaming lights—will your front yard hold all these?

If your heart rebels at a tiny patch of lawn, a confining curb and an obtrusive roof across the way you will find in Palos Verdes Estates the one place in all the world for your home.

In this new city that is rising by the sea, your front yard is limited only by your vision and your capacity for enjoyment of the ever-new picture that is set before you.

The splendid terraces, mounting from the sea, compose home-estates whose boundaries you may fling a hundred miles with an outward glance—where you may own a line of silver surf, a dozen snow-capped peaks or a town or two as your fancy dictates. The deed to the home-estate you choose conveys the right to possess and enjoy forever things that money alone can never buy.

"How big is your front yard?" Answer that question when you visit Palos Verdes Estates today and measure its infinite possibilities for bringing more out of life to you and your family than just living.

VISIT PALOS VERDES ESTATES AS OUR GUEST

If you have not had the opportunity of seeing Palos Verdes Estates, telephone our representative whose name appears below. He will be glad to make arrangements to take you to the property at your convenience. You are invited to make this trip as our guest for we want you to have first-hand knowledge of this extraordinary development.

A visit to the Estates will be full of interest. You will ride for miles over new scenic boulevards; you will see the $60,000 golf course now being completed; the picturesque clubhouse; the plaza sites; the whole tremendous activity of a New City in the making.

You will find, also, refreshing variety in Palos Verdes homesites. No two are alike. There is no dull uniformity of size or view—and *more than 400 lots are priced under $4000.* A deferred payment plan makes it possible to reserve property with a very moderate payment down.

Come to Palos Verdes Estates as our guest. You need feel no obligation.

If you would like to know more about Palos Verdes Estates, just write your name and address in the corner of this advertisememt and mail it to us. We will send you a beautiful, illustrated booklet that tells the whole interesting story.

Best Road to Palos Verdes Estates

From San Pedro go to Harbor City, Lomita—westward to the ocean. Then take new road leading off to the south (left) into Palos Verdes Estates. You will enjoy the trip and the view. For information on trips call at San Pedro office.

Palos Verdes Estates

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SAN PEDRO REPRESENTATIVE

HOWARD H. TOWLE

Phone 710

Pre-Opening of Monte Malaga Terrace

PALOS VERDES ESTATES

MONTE MALAGA TERRACE—the superb plateau on the crest of Palos Verdes Estates—is being shown this week (in advance of formal public opening) to those who desire to make early reservations of homesites on this sightly terrace. The Pre-Opening prices are subject to increase without notice.

Home-estates in Monte Malaga Terrace possess many advantages never before possible in Southern California: elevation, unobstructed view, rich garden soil, improvements designed by the internationally famous Olmsted Brothers, a golf course and your own beach ten minutes away.

The elevation of from 600 to 850 feet above the sea assures almost ideal climatic conditions and provides an unsurpassed view. From Monte Malaga Terrace the ocean marks a great semi-circle, swinging its circumference from black Point Dume southward along the fringe of beach cities until the white surf-line is cut from view by the very knoll on which you stand. Inland, a variegated pattern of cities and farms, interlaced by gleaming highways spreads as far as the eye can reach. And, framing this vast panorama, is the great wall of the Sierra Madres—Old Baldy, Mount Wilson, Mount Lowe—towering high above the plain.

In Monte Malaga Terrace there are only 200 lots available for reservation. More than $147,000 worth were reserved before it was possible to make this Pre-Opening announcement. The prices range from $2600 to $10,000 and sizes are from 60 feet by 120 feet to 200 feet by 300 feet. Homesites may be reserved on the following terms: Of the initial 25% payment on lots priced up to $5000 only a moderate sum need be paid down, the balance may be extended to thirty, sixty or ninety days. The remainder of the purchase price may be extended over a period of three years in monthly or quarterly payments.

The extraordinary location of this property means that the two hundred lots will scarcely last through this week.

Telephone 822-481 and make an appointment to inspect these splendid homesites. There are no others like them in California.

Make Reservations Today in Monte Malaga Terrace

One hundred and seventeen lots in Monte Malaga Terrace are priced at $4000 or less; eighty-three are priced above $4000. One hundred and nine of these lots have building restrictions of $10,000 or less.

The extremely limited number of lots on Monte Malaga Terrace, and the impossibility of creating more of them, make this Pre-Opening showing a most extraordinary opportunity for the investor who plans to resell or the homeseeker who wants to locate where values are increasing.

Visit Palos Verdes Estates today, or telephone 822-481 and arrangements will be made to take you to the property. If you are outside of Los Angeles telephone the nearest representative. Prompt action is necessary for Monte Malaga Terrace property is limited.

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Palos Verdes Estates

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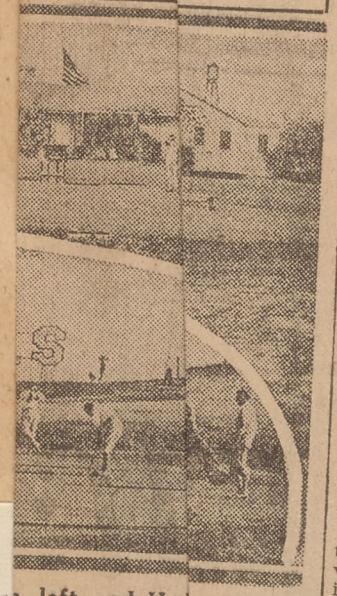

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...and Scotland, ...olling hills, mountains and ...in the distance, that this ...sque Scottish name was

The street na... carry out the idea, some ...eing Dunleer, Bannock...addington, etc.

Cheviot Hills ... called the "Playground ...ern California," inasmu... is surrounded by thr...bs, has a speedway but a... distant, the ocean ten m... and all the gayeties of ...eles only twenty minutes

Houses on ins... ill be located 30 feet fr... property line,

OIL BRINGS PROSPERITY

The intense interest in the Torrance oil field is reflecting itself on the growth of Davidson City, according to H. C. Davidson, president of the Davidson Investment Company, owner and founders of the city.

"The sudden burst into prominence on the part of Torrance because of its oil field has served to draw the attention of the public to Davidson City," said Mr. Davidson.

"This new town is located within a circle of bee-hives of activity. Industries of every nature completely surround it and yet are sufficiently far removed to preserve the home desirabilities of it.

"Workers want to live close to their places of employment. They want attractive homes with all city improvements. They can get both in Davidson City. Torrance is bringing hundreds of men into its oil fields. These men have families and they want places in which to live.

"Davidson City is only four miles away and good roads connect these two places. It is only logical, then, that these men should look to Davidson City as a place in which to live.

"What is true of this place is true of the many other communities whose factory workers must have home-places. The great harbor district with more than $100,000,000 invested in factories and upwards of 25,000 men at work has no place to house these families.

"Davidson City is the closest location. Watson Junction with 15,000 employees is only a mile and a half away and these men must live somewhere. They are coming to Davidson City.

"They have bought homes and are building others. The result is that almost the entire first unit in this modern city has been completely sold out and we are planning now for the opening of the second and last unit of this community and when this is sold, prices will advance to a point at which present day buyers will be able to more than double their money.

"We are expending more than $200,000 on improvements and the Auto Truck Highway upon which this city faces will soon be open to travel.

"The County is already at work on Dominguez boulevard and this will give direct and quick access to Long Beach as well as to the Long Beach electric line. This means that two fast electric lines will serve Davidson City.

"The main line of the San Pedro division of the Pacific Electric runs directly in front of the business district of Davidson City, as does the Southern Pacific. The Santa Fe is less than a mile away at the point where it crosses the Auto Truck highway."

Relatives to Follow Path of Newcomers

IN a canvass made of new arrivals in Los Angeles, it is shown that with almost no exception each newcomer has one or more relatives who are planning to come also to this city as soon as circumstances permit.

This endless chain of home-seekers, it is indicated, is constantly multiplying its branches reaching into every remote part of the country, and even to foreign lands.

CARE N... FOR PO...

"In selling Norco ... for poultry we are no... people in the belief tha... lars, a few chickens a... will bring success," s... Clark, president of the ... rona Land Company.

"The poultry business ... acting one.

"Any old thing goes for th... backyard flock, but the su... poultry man who makes big ... is paying strict attention ... business.

"When he buys land for his ... he picks the kind of soil, water ... climatic conditions found in No... equips his place properly and sto... it with the best he can buy ... then works.

"My obseravtion is that a g... many people are led to believe ... tune awaits them in the pou... business when, as a matter of f... they have neither the resources ... experience to justify any such fa...

"Any man or woman of ordin... intelligence, however, who is w... ing to give time and attention to ... care of a poultry plant of reasona... size can make a success of it ... other conditions, such as soil, wa... climate and market are favorabl...

"Failures in the poultry busi... are due to lack of experience, ins... ficient capital or negligence.

"Failures in any line of busi... are due to the same causes.

"If a man starts in business w... out previous experience, or with ... suffiencient capital, or having ... gun, neglects his business for s... other side issue, he is foredoo... to failure.

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...is great eve... ery department ...etting his dep... in shape for the ...ruthless reduc... complete dispos- ...ns of on-han... tities of staple

...conds in plu... goods at lower ...are is being ... prior to inven- ...t and future n... if you are build- ... this sale. L... the items with ...rst thing Mon... as early in the ...test 15-day sa... history of the

Set, $...

$2.50 Flat White $2.00 Gal.

A high grade flat white for undercoating work.

$3.50 Stock White $2.50 Gal.

This is the stock white that furnishes the base for mixing your own paint. Priced $2.50 per gallon in 5-gallon cans only, though it regularly sells for $3.50 per gallon.

$2.00 Floor Varnish $1.00 Gal.

Good quality interior or floor varnish. Dries quickly with a firm, hard surface.

Paints in the Pre-Inventory

The paint department will clean up a lot of odd stocks, job lot and short lines. This is the time to make some unusually good buys.

House Paint, $1.25 Gallon

A clean-up of Argonaut House Paint in brown, drab and gray only. You can add color to this and use it as a priming coat. Is especially good for use on redwood where a gray finish coat is desired.

Shingle Stain, 75c Gallon

We are over-stocked on brown shingle stain, so we are making a very special price of 75c per gallon in five-gallon lots. A very heavy grade, almost as good as a paint.

House Paint, $1.00 Gal.

A clean-up of odd lines of Coverite House Paints in gray, red and buff only. The green at $1.25 per gallon.

Roof Coating, 50c Gal.

A black composition roof coater in five-gallon cans at 50c per gallon.

$3.75 Floor Enamel, $2.75 Gal.

Only a few colors left in high quality floor enamel. This makes a very satisfactory floor finish at an unusually low price.

White Paint, $1.25 Gal.

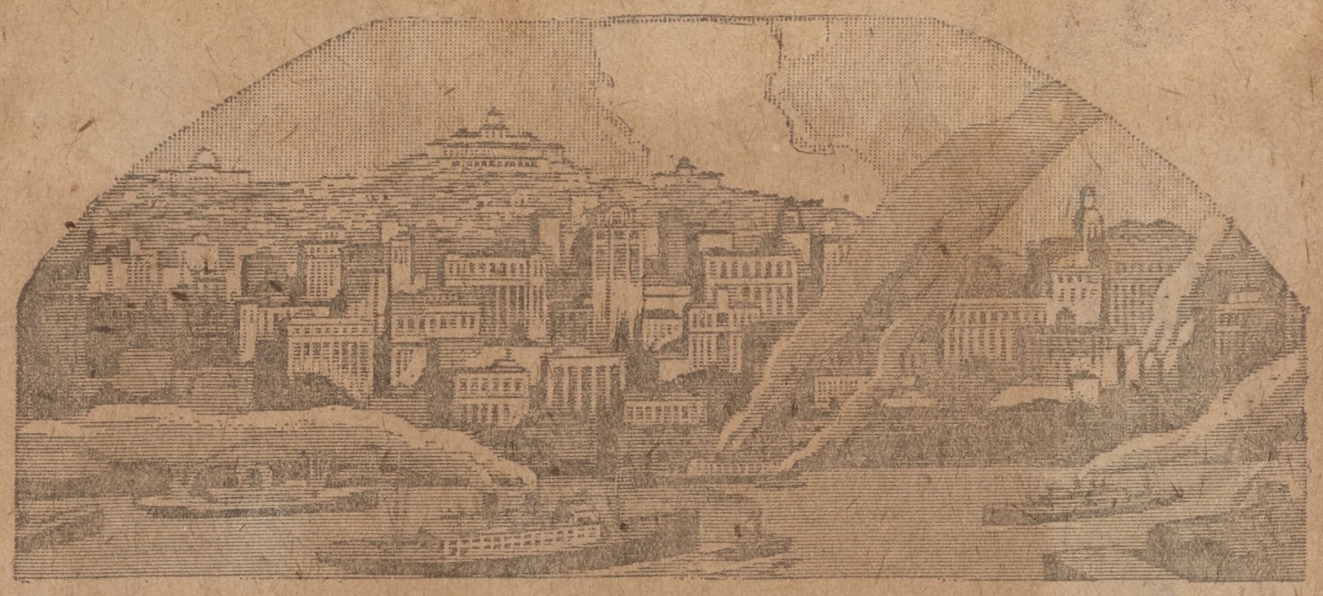
Either white or gray in this well-known Bungalow Line of paints now priced $1.25 a gallon.

$4.25 Stucco Brushes, $3.50
$4.75 Stucco Brushes, $4.00

For kalcimining and similar work. A limited quantity at this price.

75c Wall Brushes, 55c
$1.00 Wall Brushes, 75c

We have a number of other special items in brushes at unusually low prices.



WHERE WOULD YOU *REBUILD* LOS ANGELES?

WOULD you, like Colonel Felipe de Neve, who set the first stakes for Los Angeles, casually build the city "200 varas from the dam" because there shallower irrigation ditches would suffice? Or, would you with today's vision build it by the Pacific, whose waters give access to two-thirds of the world's population?

Los Angeles answered this question decisively in 1909 when, by popular vote, she faced toward the harbor, annexed San Pedro and established the Port of Los Angeles. The valiant old Colonel's penchant for a city site needing only shallow ditches was fragile reason before the unrelenting economic fact that Los must go to the ocean. And in justification: Los Angeles in ten years has grown 1100% in the direction of the harbor; she has spent $15,000,000 in harbor developments and has voted $15,000,000 more. Los Angeles is out to overcome the handicap of distance imposed in the days of Mexican colonization. The great cities of the world flourish on waterways!

Where would *you* rebuild Los Angeles? By the harbor, of course. You would spread its industry and manufacturing over the flat, low lands (now rapidly filling up) and you would put up its fine residences, schools, churches and universities on the terraces that lift up from the ocean—*the terraces of Palos Verdes Estates.* Thousands of men and women have studied this matter and have concluded that Palos Verdes—the new City by the Sea—is to provide for the Port of Los Angeles its great residential area, where opportunity for spacious living and security from industrial intrusion are certain.

Have you the vision? Look backward ten years and consider what might have been yours. And now as you read, look forward and consider: Six million, two hundred fifty-one thousand and six hundred dollars worth of Palos Verdes property has been transferred to new owners since June 1st; twenty miles of streets and avenues are under construction; fourteen miles of water mains are now going in; homes are building; business sections are being planned—*Palos Verdes, the New City by the Sea, is building.*

Moderate Prices Still Prevail in New City

Although millions of dollars worth of Palos Verdes property has been passed to new owners, there are still business and home-sites at moderate prices. A number of splendid lots, with exceptional ocean views, are priced under $4000; large estates are available for as low as $25,000. Reasonable cash payment will reserve this property, with the balance of the 25% initial payment in 30, 60 or 90 days. Remainder of purchase price may be extended over 3 years in monthly or quarterly payments.

Drive to Palos Verdes Estates today via Redondo and the Esplanade and see for yourself the great development that is going on. And, before prices mount higher, select your property. This is your great opportunity to reap profits from a New City.

Ten Page 5-Color Map *Free*

A copy of the great map of Palos Verdes, containing ten pages, each two feet wide and three feet long and printed in five colors, will be mailed *free* upon request, postpaid. Fill out the coupon.

Palos Verdes Estates

GENERAL SALES OFFICE: 5TH FLOOR LANE MORTGAGE BLDG., *8TH* AND SPRING STS.
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Broadway and American Ave.
Phone 629-70

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
523 Beacon St.
Phone 710

PALOS VERDES ESTATES
Lane Mortgage Bldg., Los Angeles
Send me your 5-color, ten page map of Palos Verdes Estates.

*Name*_____

*Address*_____

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Elfillment

' is the end, O Pioneer—
Se final sands
tch you sift with meditative hands
sure the cup of conquest. The long stride
he plainsman halts. Now slake your pride
h sight of ocean, and the pour
breakers foaming on this western shore.

s is the end... Set stakes and raise
City that might win the praise
Pericles and Plato, and the Few
o built their Cities in the blue
clouded vistas of their pure delight—
ose gay enchanted Cities, robed in light.

—MacKay Churchill

A NEW CITY IS BUILDING

TO build, on the shore of the Pacific, the most splendid residential city of all the western world—is that not an idea greough to challenge the imaginatiohe pioneer?

It men and women who have the visnd energy (and many of them thd inheritance) of the pioneers, wl now building at Palos Verdes. Inlds of these sheltering hills, with th ocean spread before them, they arng opportunity for free and spaciring, on a scale probably never before achieved in this country. And they are assured of a direction and control which will protect and increase these values in the future, so that their city may grow continuously in lines of planned and ordered beauty.

Between June 9 and October 31, six million, twenty thousand and eight hundred dollars worth of property in Palos Verdes Estates has been transferred to its new owners. Their holdings range in size from modest home sites costing under $4000 to magnificent estates now held at $25,000 and more. When in one hundred and fifty days enough purchasers come forward to provide a population for a city of 8,000, can any one doubt what the future must hold?

Twenty miles of new boulevards are now under construction at Palos Verdes, fourteen miles of water main are being installed, the golf course is nearing completion, homes are being built, architects are preparing plans for residences and business blocks.

"Set stakes and raise a City..." that command is becoming *reality* in Palos Verdes! Before your opportunity is gone forever, investigate the new city *now building* in the direct path of population growth.

Four Hundred Home-estates Under $4000

It is possible to secure property in Palos Verdes Estates at moderate prices, although each day the number of lots available becomes less.

While prices range as high as $100,000 for large, exclusive estates, there are approximately four hundred desirable homesites priced less than $4000. And it does not take a large sum to handle such property. Of the initial 25% payment, only a reasonable sum need be paid down, with the balance extended over 30, 60 or 90 days. The remainder of the purchase price may be extended over a three year period in monthly or quarterly payments.

Palos Verdes property offers the investor extremely fine profit possibilities and the home-builder a place where sound restrictions and improvements will make values permanent. Drive to Palos Verdes Estates today.

Palos Verdes Estates

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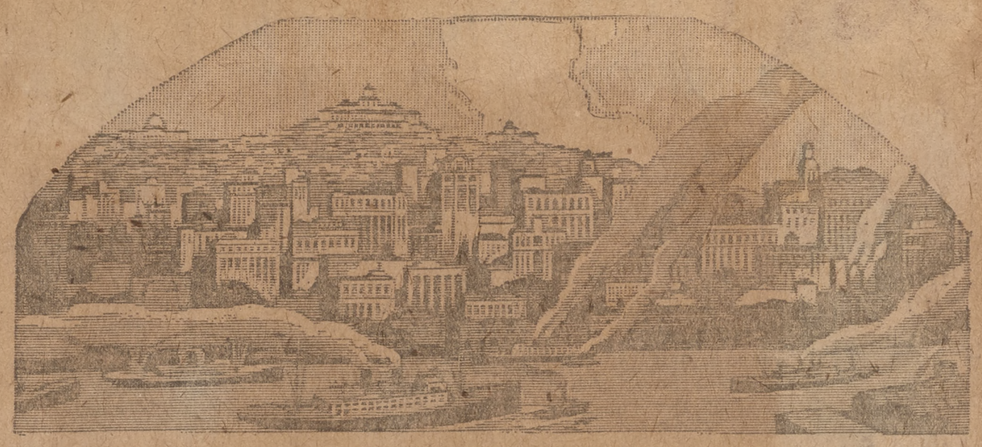

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Where would *you* rebuild Los Angeles? By the harbor, of course. You would spread its industry and manufacturing over the flat, low lands (now rapidly filling up) and you would put up its fine residences, schools, churches and universities on the terraces that lift up from the ocean—*the terraces of Palos Verdes Estates.* Thousands of men and women have studied this matter and have concluded that Palos Verdes—the new City by the Sea—is to provide for the Port of Los Angeles its great residential area, where opportunity for spacious living and security from industrial intrusion are certain.

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Palos Verdes Estates

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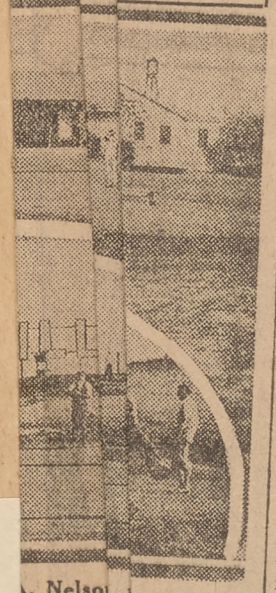

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OIL BRINGS PROSPERITY

The intense interest in the Torrance oil field is reflecting itself on the growth of Davidson City, according to H. C. Davidson, president of the Davidson Investment Company, owner and founders of the city.

"The sudden burst into prominence on the part of Torrance because of its oil field has served to draw the attention of the public to Davidson City," said Mr. Davidson.

"This new town is located within a circle of bee-hives of activity. Industries of every nature completely surround it and yet are sufficiently far removed to preserve the home desirabilities of it.

"Workers want to live close to their places of employment. They want attractive homes with all city improvements. They can get both in Davidson City. Torrance is bringing hundreds of men into its oil fields. These men have families and they want places in which to live.

"Davidson City is only four miles away and good roads connect these two places. It is only logical, then, that these men should look to Davidson City as a place in which to live.

"What is true of this place is true of the many other communities whose factory workers must have home-places. The great harbor district with more than $100,000,000 invested in factories and upwards of 25,000 men at work has no place to house these families.

"Davidson City is the closest location. Watson Junction with 15,000 employees is only a mile and a half away and these men must live somewhere. They are coming to Davidson City.

"They have bought homes and are building others. The result is that almost the entire first unit in this modern city has been completely sold out and we are planning now for the opening of the second and last unit of this community and when this is sold, prices will advance to a point at which present day buyers will be able to more than double their money.

"We are expending more than $200,000 on improvements and the Auto Truck Highway upon which this city faces will soon be open to travel.

"The County is already at work on Dominguez boulevard and this will give direct and quick access to Long Beach as well as to the Long Beach electric line. This means that two fast electric lines will serve Davidson City.

"The main line of the San Pedro division of the Pacific Electric runs directly in front of the business district of Davidson City, as does the Southern Pacific. The Santa Fe is less than a mile away at the point where it crosses the Auto Truck highway."

Relatives to Follow Path of Newcomers

IN a canvass made of new arrivals in Los Angeles, it is shown that with almost no exception each newcomer has one or more relatives who are planning to come also to this city as soon as circumstances permit.

This endless chain of home-seekers, it is indicated, is constantly multiplying its branches reaching into every remote part of the country, and even to foreign lands.

CARE NEEDED FOR POULTR

"In selling Norco irrigated ac for poultry we are not encourag people in the belief that a few lars, a few chickens and no w will bring success," said Rex Clark, president of the North rona Land Company.

"The poultry business is an acting one.

"Any old thing goes for the sm backyard flock, but the succes poultry man who makes big mo is paying strict attention to business.

"When he buys land for his pl he picks the kind of soil, water climatic conditions found in No equips his place properly and sto it with the best he can buy then works.

"My obseravtion is that a g many people are led to believe f tune awaits them in the pou business when, as a matter of fa they have neither the resources f experience to justify any such fa

"Any man or woman of ordina intelligence, however, who is wi ing to give time and attention to d care of a poultry plant of reasonae size can make a success of it other conditions, such as soil, wa climate and market are favorabla

"Failures in the poultry busi are due to lack of experience, ins ficient capital or negligence.

"Failures in any line of busi are due to the same causes.

"If a man starts in business w out previous experience, or with suffiencient capital, or having gun, neglects his business for s other side issue, he is foredoo to failure.

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$2.50 Flat White
$2.00 Gal.
A high grade flat white for undercoating work.

$3.50 Stock White
$2.50 Gal.
This is the stock white tha furnishes the base for mixing you own paint. Priced $2.50 per gal lon in 5-gallon cans only, though regularly sells for $3.50 per gallo

$2.00 Floor Varnish
$1.00 Gal.
Good quality interior or floor varnish. Dries quickly with a firm, hard surface.

Paints in the Pre-Inventory
The paint department will clean up a lot of odd stocks, job lot and short lines. This is the time to make some unusually good buy

House Paint, $1.25 Gallon
A clean-up of Argonaut House Paint in brown, drab and gray only. You can add color to this and use it as a priming coat. Is especially good for use on redwood where a gray finish coat is desired.

Shingle Stain, 75c Gallon
We are over-stocked on brown shingle stain, so we are making a very special price of 75c per gallon in five-gallon lots. A very heavy grade, almost as good as a paint.

House Paint, $1.00 Gal.
A clean-up of odd lines of Coverite House Paints in gray, red and buff only. The green at $1.25 per gallon.

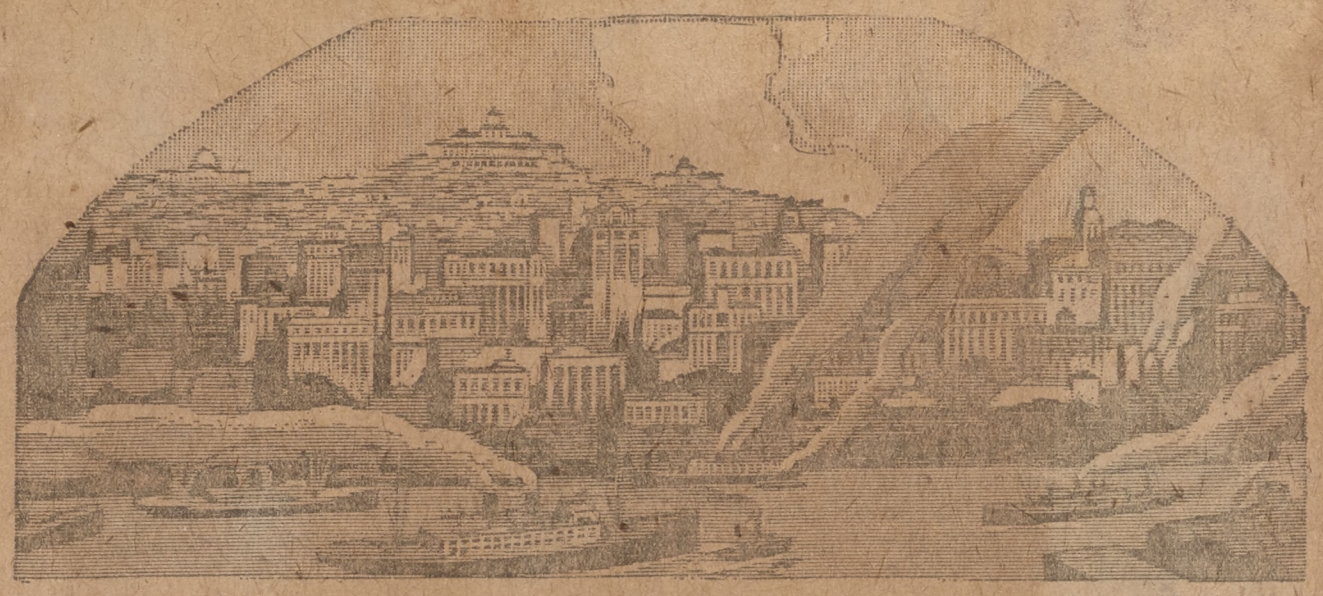
Roof Coating, 50c Gal.
A black composition roof coater in five-gallon cans at 50c per gallon.

$3.75 Floor Enamel, $2.75 Gal.
Only a few colors left in high quality floor enamel. This makes a very satisfactory floor finish at an unusually low price.

White Paint, $1.25 Gal.
Either white or gray in this well-known Bungalow Line of paints now priced $1.25 a gallon.

$4.25 Stucco Brushes, $3.50
$4.75 Stucco Brushes, $4.00
For kalcimining and similar work. A limited quantity at this price.

75c Wall Brushes, 55c
$1.00 Wall Brushes, 75c
We have a number of other special items in brushes at unusually low prices.



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This, in a way, would be exceeding odd
And almost justify man's ways to God—
If, by the healing of these hills, the blind
Receive an inner sight, and leave behind
Their narrow greed, their numbing fears, and fare
Forth with new souls to breathe the honest air.

If rich man, poor man, lawyer, merchant, chief
Declare with one accord that they'd as lief
Laugh and forget, and make a gracious truce
With sea and mountain; learn again the use
Of earth and sky and ocean-ranging breeze,
And dance, *and dance* beneath the pepper trees.

—*McKay Churchill.*

Not merely to Invest— but to *Live*

EVERY man, sooner or later, realizes that unless the best values of life are to escape him utterly, he must put between himself and the hurly-burly of these times a plot of ground, a patch of green grass, a garden wall perhaps, and a tree or two, and a vista of sea or mountains.

Palos Verdes provides these things on a scale never hitherto attempted in this country—*and insures to the purchaser and his inheritors their permanent, unspoiled possession.*

People are buying in Palos Verdes, not merely to invest, but to *live.* Is it not significant that nearly two thousand men and women have become owners of Palos Verdes property in the last one hundred and seventy-eight days? And the majority of these people, perhaps like yourself, have seen all the developments in Southern California, compared them, measured their possibilities and beauties, and have decided that Palos Verdes offers more in improvements, permanency of values and living than any other spot.

Palos Verdes, the New City, is building along the practical ideals of America's foremost engineers, city-planners and landscape architects. At the head of this eminent staff are the Olmsted Brothers, designers of Central Park, New York, the San Diego Exposition, St. Francis Wood, Seattle Exposition and co-planners of the Lincoln Memorial. Nowhere else may you have improvements created by the skill and talent of such men.

Today drive over the new winding avenues and see the splendid plans for the New City unfolding before your eyes. You will catch the impulse, like many hundreds before you, that here one may not merely invest but also *live.*

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Lane Mortgage Bldg. Los Angeles
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Name _____

Address _____

All This Belongs To You

NATURE built it first—noble terraces—soft slopes of rich earth, little beaches and coves—a bay blue as Naples, a sweep of distant mountains, and the illimitable ocean.

What a place for your home!

And now it's open for selection—Palos Verdes Estates—with each distinctive homesite preserved and protected in a complete unity. It is the only subdivision in Southern California designed by America's greatest landscape Architects, with parkways, golf course and winding avenues to help you enjoy this incomparable beauty every day of your life.

Think well where you will build your permanent home. Los Angeles is a city of fast growing values and swiftly changing neighborhoods—you see it everywhere. In Palos Verdes you are assured of a seaside home-estate forever established on artistic and restricted surroundings.

No other place compares with Palos Verdes.

Let us send you full information. Address—

Palos Verdes Estates

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"Palos Verdes the New City"

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Palos Verdes—*the New City*

BEAUTY — HEALTH — HAPPINESS

"A great city whose image dwells in the memory of man is the type of some great idea. Rome represents conquest; faith hovers over Jerusalem and Athens embodies the preeminent quality of the antique world art."
—BEACONSFIELD

ON these days of hurried, profit-conceived enterprises, Palos Verdes is building straight toward its *Great Idea*—to create on the shores of the Pacific the most splendid residential City in all the world and to rescue and ensure for men and women who care—beauty, health, happiness—the only values of life that count.

This New City, directly in the path of Los Angeles' growth, is the supreme effort in America to plan and build a residential community where every avenue, parking-way, business plaza and home-site is conceived not for profit alone, but for its desirability, beauty and ultimate impress upon those who will live there.

Do people want ideals in city building? Is anyone concerned about living permanently where there is beauty and happiness? Close to two thousand men and women who, like yourself, see in Palos Verdes a *great idea* coming into visible expression, have already taken home-sites here. Can you question what the future will hold, when in one hundred and eighty-one days owners of Palos Verdes property have mounted until they alone provide population for a city of eight thousand? Palos Verdes ideals, for the New City now building, have won such substantial approval that the development world stands amazed.

Is there anyone who does not want to live, to invest, to profit, from home-estates and business properties where thousands are planning and soon will build their permanent homes? Palos Verdes is building toward a Great Idea—a magnificient residential city that holds for its citizens the utmost of beauty, health and happiness. Are you awake to its great opportunities?

PALOS VERDES—THE NEW CITY FOR THE PORT

Palos Verdes, lying directly at the apex of Los Angeles growth toward the Port of Los Angeles, is the great, logical residential city for the Harbor District. Permanent restrictions protect it forever from oil derricks, tank farms, lumber yards, warehouses and unsightly intrusions of industry. Many hundreds of Long Beach and San Pedro citizens, realizing that these cities are rapidly being transformed into industrial communities have chosen permanent home-estates in Palos Verdes. Visit Palos Verdes today. Study the situation. You will find in Palos Verdes extraordinary opportunity for profit.

PRICES: A number of splendid lots, with exceptional ocean views, are priced under $4000; large estates are available for as low as $25,000. Reasonable cash payment will reserve this property, with the balance of the 25% initial payment in 30, 60 or 90 days. Remainder of purchase price may be extended over 3 years in monthy or quarterly payments. Before prices mount higher, select your property. This is your great opportunity to reap profits from a New City. *Send coupon for the great map of Palos Verdes Estates. Free. Postpaid.*

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FOUR THOUSAND DOLLARS AN HOUR

Palos Verdes—*the New City*

EVERY business hour since June first an average of $4386 worth of Palos Verdes property has been placed in the hands of new owners—the total reaching in 181 days the astonishing sum of $6,351,600. Such transactions are, we believe, without parallel in the history of city building.

Why is it, with all California to choose from, close to two thousand men and women should prefer Palos Verdes above all other developments? Why are these thousands with their millions of dollars investing in Palos Verdes? Do they see something that *you,* perhaps, have overlooked? Read and judge for yourself.

Palos Verdes, the splendid residential city, is building in the direct path of Los Angeles' population movement to the sea. A 1100% growth in the direction of Palos Verdes is the record from 1910 to 1920. Today the movement is even faster. Palos Verdes is in the path of population that is pressing seaward and population means increasing values.

The great, sightly residential area of Los Angeles Harbor will be upon the terraces of Palos Verdes. Study the situation yourself. The flat lowlands are filling with industries. Oil derricks and storage plants crowd upon once charming homes. Would you build there? Only in Palos Verdes—forever protected — will there be refuge from smoke, noise, and manufacturing intrusion. Palos Verdes will be the "living room" for the business and professional population of the Industrial and Harbor Area. Already many hundreds now living in Long Beach and San Pedro have chosen their home-sites.

And, Palos Verdes, unlike the helter-skelter average city, is being developed under a single comprehensive plan, as you might develop your garden. An eminent staff of engineers, city planners and architects are creating for these splendid terraces miles of winding avenues and boulevards, noble prospects of sea and mountains through wide parking-ways, and home-sites where every advantage is thoughtfully given to the contour, view and opportunity for spacious living.

If you have not visited Palos Verdes you *have* overlooked something. Perhaps you have overlooked profits—a place for your permanent home —and a chance to participate in the Building of a New City. Why not see Palos Verdes today!

AMPLE WATER SUPPLY FOR NEW CITY

Every home-estate in Palos Verdes is assured of ample water, not only for domestic use, but for gardens and lawns, and for fire protection. Along the eastern and northern lines of the property there are water-bearing lands capable, according to engineering reports, of producing *thirteen million gallons of pure water per day.* The city of Long Beach uses only about eight million gallons per day.

One of the new wells of the Palos Verdes water system is capable of producing three and one-half million gallons per day. This well, and others to be drilled as necessary, will distribute water through a fourteen inch main, feeding into distributive laterals of at least six inches in diameter. The Palos Verdes water system will conform to the rigid standards of the National Underwriters requirements, which means abundant water for every purpose.

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"Four Thousand Dollars An Hour"

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START WORK ON BANK BUILDING

[SPECIAL CORRESPONDENCE]

LONG BEACH, Dec. 15.—Actual construction work on the new twelve-story Bank of Italy Building at the northwest corner of Third street and American avenue is to begin at once it was announced here today. Work of clearing the site began last week. Changes in the plans call for a high-class hotel to occupy the upper floors of the building. The bank will occupy the basement, ground floor and second floor of the proposed structure, which is to be of reinforced concrete, brick and steel construction.

PEOPLE AND THINGS

The Empress of Ethiopia, when she recently sent gifts to the King of Belgium, charged her ambassadors to tell Albert of the excellent prospects for oil, coal and gold mining in Abyssinia.

Silver Lake Terrace
HOMESITES
$2750 and UP
Including Improvements
Go Out Sunset Blvd. to Elk Avenue ~ 2 Blocks North

Rancho Santa Fe

AVOCADOS

California's Greatest and Most Successful Development Project.

5 to 40-Acre Home Tracts Restricted to Protect Investment, Create Values and Build a Prosperous Community of Real Southern California Homes with Perfect Harmony of Architecture and Landscaping.

SKETCHES OF BIG MEN IN INDUSTRIAL LIFE

A. B. Cass Is Calm Executive in Busy Telephone Plant

Quiet Reigns in Office of Phone Firm

BY KATHERINE LIPKE

One office in the city where telephones do not ring, where bells do not buzz, and where quiet reigns, is the office of A. B. Cass, president of the Southern California Telephone Company. He is one of the quietest men I have ever met, even if he does have in his employ 1 per cent of the total population of the city of Los Angeles, and even if the company is having a mad scramble to keep up with the growth of the city in the supply of telephones.

Mr. Cass thinks that Los Angeles is a difficult place in which to conduct a telephone business. Just as the company races its telephones to meet the demand created by the rapid construction of homes there is an expansion some place else. The growth of a city may very easily be judged by the telephone demand, and so Mr. Cass has discovered that Los Angeles is growing more rapidly in the industrial section than in the Wilshire district or Hollywood. He feels that the Los Angeles of tourists and climate, is now the Los Angeles of stable industrial activity.

QUIET DIGNITY

But neither the rush of the telephone company nor the expension of Los Angeles ruffles the quiet of Mr. Cass. If only the complaining telephone patrons could be taken in to see Mr. Cass! They would immediately wonder what on earth they had to fret about. He would look at them with quiet dignity, and there it would be good-by grievance. A system like that, however, undoubtedly would do away with the quiet dignity of Mr. Cass.

There couldn't be a greater contrast than Mr. Cass and the lines of business he has chosen. For a quiet man he has chosen three very obstreperous activities. Back in Oklahoma, he was a licensed trader with the Creek and Choctaw Indians, until in 1988, when he came on a sightseeing trip to Southern California. It was good-by Indians, hello California then, for out here he came to stay.

FORMED COMPANY

He and his brother then started the firm of Cass Brothers Stove Company, which branched out into a hardware store, and then into Cass-Smurr Company, and then Cass - Smurr - Damerel Company. However, by this time Mr. Cass was interested in the thought of starting a telephone company and sold out. So in 1897 with Senator John D. Works and three others he applied for a franchise and in 1901 the Home Telephone and Telegraph Company was organized.

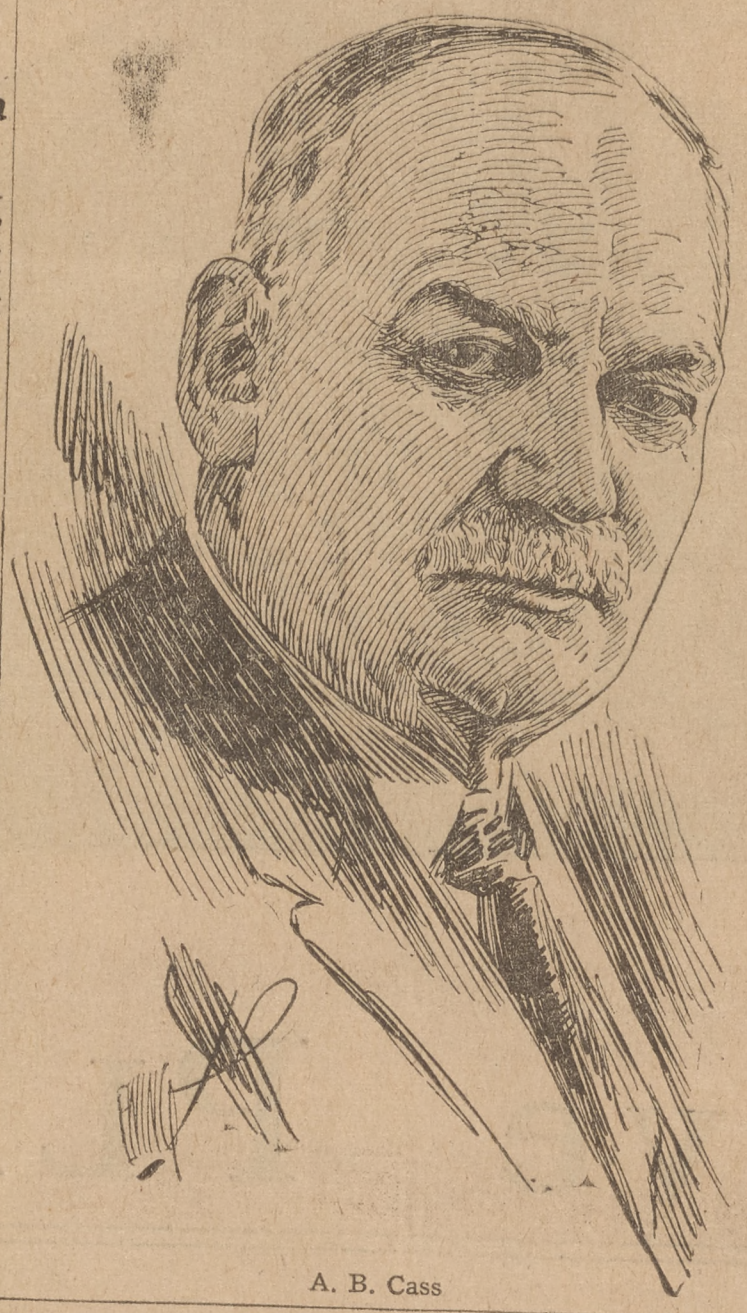
Mr. Cass gave me the lurid details, with a date or two, and that was all. He was sure business history wouldn't interest me, and he appeared to me as not being over-interested in it himself. This seems indicative of Mr. Cass, himself. He was quietly set himself a moderate pace through life, and has kept it up. I couldn't imagine him dashing wildly into reckless endeavors, and I doubt if he would take a chance. But like the track runner he is good for the long stretch.

In 1906, Mr. Cass became president of the Home Telephone Company. Then in 1917 the two local telephone systems were consolidated undeh the name of Southern California Telephone Company and he become president of the new corporation.

ORGANIZATION FACTOR

I asked Mr. Cass for the qualities which he thought had made for his success. But I didn't find out. He didn't assure me that he didn't want to talk about himself, he simply turned the question around and before I knew it he was telling of the organization. "Success," said Mr. Cass, "consists of an organization which is harmonious within itself, and which has the good will of the public. A lot depends also on the character of the people at the head of the different departments."

"But, Mr. Cass," I questioned, "surely some credit should be given



A. B. Cass

Plow Company Takes Lease on Structure

The B. Hayman Company, Inc., located at 118-120 North Los Angeles street, is now occupying additional space in the four-story brick building at 223-227 South Los Angeles street, having leased for a term of years the basement and a portion of the first, second and third floors of this building. The lessor is Alfred B. Jacobs, and the leasing negotiations for both parties were handled by S. G. Ries of the J. W. Lewis Company's San Pedro-street branch office.

The B. Hayman Company, Inc., is a pioneer in the selling of agricultural implements in this city, being established since 1876. They have recently acquired the Oliver plow agency for the territory of Southern California and Arizona, this agency including not only the plows, but every agricultural implement manufactured by the Oliver Chilled Plow Works of South Bend, Ind., together with their complete line of implements for Fordson tractors. The premises just leased afford an additional floor area of approximately 25,000 square feet.

HUGE RESERVOIR FOR OIL AT EL SEGUNDO

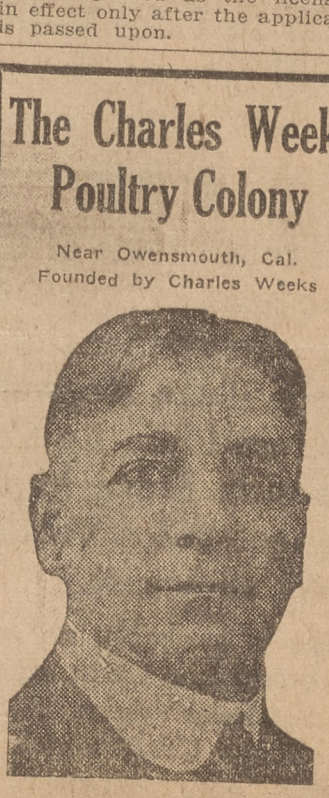
[LOCAL CORRESPONDENCE]

INGLEWOOD, Dec. 15. — The largest oil reservoir in the world was completed at El Segundo this past week by Bent Brothers. It has a capacity of slightly over 3,000,000 barrels and is 1050 feet long, 718 feet wide and 32.5 feet deep. Its interior area is 17.8 acres. This tank, which is No. 12 at the El Segundo refineries, will conclude the tank construction program of the Standard Oil Company for this year, and gives El Segundo properties the largest

issued until the questionnaire is filled out satisfactorily. All brokers thus delayed in receiving their licenses will have their commissions imperiled as the license is in effect only after the application is passed upon.

The Charles Weeks Poultry Colony

Near Owensmouth, Cal.
Founded by Charles Weeks



It would be presumptous in me to attempt to tell the public anything about egg farming if I had not first succeeded as an egg farmer myself. The famous Weeks Poultry Ranch which I have established in the last twenty years is proof that I know my business.

It would be contemptible in me to attempt to found a poultry colony by appropriating the knowledge and system of others. It would be criminal in me to try to induce others to invest money in

LDING

Los Angeles Exam

SUNDAY, DECEMBER 23—PAG

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Electric Pads, $7.00

Hold Heat, especially de- signed to remain hot for long time with the minimum consumption of electricity.

tric Curling Irons, $1.75

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SEES BENEFITS OF ZONING LAW

BY E. M. BASSETT

WHAT starts blighted districts?

Before the days of zoning they started almost over night.

A residence block or a bright group of small stores would be invaded by a large stable, a garage, a junk yard, milk bottling works or fume producing factory.

The well to do owners would sell out and go elsewhere.

The old houses and stores would be reoccupied by people who would let them run down.

The stores would be taken for small industries and go from bad to worse.

It was almost impossible to stay the decline of a blighted district when it started.

Some property owners lost fortunes trying to do it.

The blighted district was usually started on its way by the invasion of one or more uses, out of place in that particular locality.

Every part of a city was open to the exploiter. He could erect a building of any size, height or shape in any place and put it to any use, however hurtful to the neighborhood.

Sometimes it was storage of trucks in a good tenement district.

Sometimes it was a six-story tenement in a locality of neat small cottages.

Sometimes it was a metal factory in a home district. Frequently a varnish or paint works or some other nuisance factory would buy an acre or two of land in the suburbs and establish itself in the heart of what ought to have become an area of small homes.

When the growth of the city forced home building in that direction the good homes would avoid the factory.

The surrounding twenty or more acres would be left vacant for a time and then perhaps build up with cheap and squalid structures.

The zoning plan put a stop to such chaotic building.

Invasions of harmful buildings and uses were prevented. Business districts are protected against industry, apartment house districts against business and cottage districts against apartment houses.

Contractors Will Convene

A large group of local building and general engineering contractors and construction material dealers are expected to attend the fifth annual convention of the Associated General Contractors of America, which will be held at the La Salle Hotel in Chicago, January 21 to 24.

The Southern California chapter of the Contractors' National Organization is planning to charter a special train of several cars for the exclusive use of members and their families.

The Contractors' Association was founded five years ago at Chicago for the purpose of sponsoring "skill, integrity and responsibility" in the construction industry of the Nation.

It now has nearly 10,000 members throughout the country.

The last annual convention of the organization was held in Los Angeles last January.

About 500 contractors from every section of the United States attended.

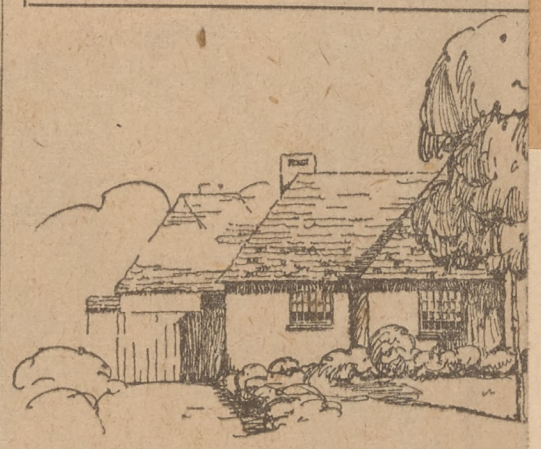
Hotel and Apartment Business Active

The hotel and apartment department of the Frank Meline Company reports increased activity in the apartment house field.

One of the largest transactions of the week is reported by them in the consummation of a ten-year lease on a two-story apartment building located at 312 South Catalina street. The property was leased by Mrs. Susie Kirk from the owner, Mr. D. Keplan. Messrs. Brodhead and Ray of the above department completed the negtiations for the transaction.

Another important transaction just completed by the same department of the Frank Meline organization was the sale of a six unit bungalow court located at 1232 North Kenmore avenue.

MODEL HOUSE



Prepared for the Allied Architects' Associati
J. Witmer

Hints for Home La

Public Recreation Within Mun

BY RALPH D. CORNELL
Master in Landscape Architec

IN the consideration of public health and welfare one of the first questions to be asked is "What is recreation?"

Obviously, recreation is something that will give pleasure, that will be enjoyable to those who participate in it.

There are many kinds of recreation; but those forms of recreation in which the landscape architect is professionally concerned generally relate to matters of city planning, of parks and playgrounds.

It is his duty to provide ways and means, in the plans of the city, by which its youth and adults may enjoy the health-giving benefits of recreation.

Recreation, of course, implies in its meaning the doing of something that it is unnecessary to do.

It generally occurs as a reaction from the necessary activities of the daily life.

What is recreation to one man may be drudgery to another, both by reason of contrast with enforced, daily duty and by reason of temperamental traits of different individuals.

Again, there may be active or passive recreation.

The former generally entails physical activity of a greater or lesser degree, such as walking, horseback riding, swimming, rowing, games and gymnasium activities; while passive recreation involves the enjoyment of beauty in parks and gardens, vistas, music, zoos and riding in automobiles.

There are other forms of recreation, both active and passive, but these examples serve to illustrate the pleasures that should be made available to the citizens of any community.

The average city dweller probably leads a more or less sedentary life so bear a mor his physical do the passi recreation are always

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The popul community unchanging, and playgr before the high land va as to make cost.

Industries Using More

THE increases in the metal and ceramic industries within the past three years have been the subject of many news stories in this paper as the various announcements have been made of steel mills, consolidations, foundries, potteries and numerous enterprises requiring cupolas, kilns and other devices depending for their efficiency on the dependability of the refractory linings, which the general public groups under the name of "fire brick."

The annual requirements of refractory brick and shapes in Los Angeles and Southern California in 1923 were several times as great as in 1919, which indicates the increase in output of the metals and clay industries.

At the same time it tells the story of the growth of the refractory output as another advance for industrial Los Angeles.

It shows how every increase in any one line of production brings with it increases in related products and spurs industry in many lines.

In this instance it has been the creator of a "fire brick" or refractory industri for the inc fractory bric met entirely duction of shown in Howard Fro Angeles Pre

This local its manufa bricks and Alberhill, o Fe Railroad, known as " of the incr tries derivi from its im

To meet pany has re now operat plant the lat machine, pr ventors dur already ado larger Easte the first an chine on the brick and t nounced by, best and m the entire U Frost.

Building at Santa M

Ad. No. 200

"Wise Men Laid their Wisdom Down"

Page

L.A.Examiner Dec. 23

L.A.Times Dec. 23

Ad. No. 199

"MALAGA COVE PLAZA"

Page

L.A. Times Dec. 16
L.A.Examiner 16

L.A.Daily News
Dec. 19

Malaga Cove PLAZA

Entrance and Arcade of the Malaga Cove Theatre. This intimate little theatre, to be located at the northeast corner of the Plaza, will be reminescent of the early Italian Hill Town theatres, with shops in the front and a cafe with outdoor tables in the arcade. Here one may take refreshments between the acts, or meet ones friends in the afternoon.

The interior of the theatre will be refreshingly simple, with tapestry hung walls and wrought iron decorations. There will be seats for eight hundred.

AN arcaded Spanish Plaza by the sea is the architect's splendid conception for Malaga Cove business center in Palos Verdes, the New City. This beautiful, attractive square will face to the northwest and the open sea; behind it, five hundred feet high, tower the bold hills of Monte Malaga, where many fine home-sites have been recently purchased.

A continuous series of open arches, each framing a picture of ocean or mountains, encircles the square on three sides. Behind the arches, and in front of the store faces, there will be a public walk sixteen feet in width. Above the stores will be two and three stories for offices with space in some buildings for apartments. At one corner a tower, permitted by the restrictions to exceed the general three-story height limit placed on this district, will overlook the entire Plaza.

The three sides of the Plaza will be tied together in a continuous group of buildings by an arch over the short street leading from the southwest corner. This quaint grouping of buildings will recall some of the old world cities that hold so much charm for the visitor and resident alike. The open end of the Plaza faces the great boulevard —Grand Via La Coste—the route of the new State highway which is to connect Palos Verdes and other cities along the coast.

There is probably no spot in California where Mediterranean-Latin architecture is more fitting than at Palos Verdes. The climate and topography of Malaga Cove, which nestles in a fine valley running back from the old bend of the sea, is comparable to the finest sections of the famous Riviera. The plaza illustrated above, *one of three for which plans are now being drawn*, will undoubtedly prove notable among the architectural creations of America. It is designed in complete harmony with the character of the landscape and possesses the dignity and charm which is characteristic of every development in the New City of Palos Verdes.

Across from the Malaga Cove Theatre one will see this interesting tower, which rises above the grilled windows of the hotel. From this tower one may see the full length of the Plaza and beyond to the lights of Redondo and Santa Monica.

Malaga Cove Plaza is being designed by the firm of Webber, Staunton and Spaulding of Los Angeles. They have been retained for a period of ten years to have general architectural supervision over all construction in this Plaza. The sketches reproduced here were made by Mr. Spaulding, who is now preparing detailed construction plans.

Excellent Investment Opportunities in Malaga Cove

There is still opportunity to secure home and business property in Palos Verdes at prices which make the investment extremely attractive. There are several excellent locations for apartments and semi-business properties close to the Malaga Cove Plaza. Fifty excellent residential lots in this district can be obtained for as little as four thousand dollars each. The price includes, of course, all improvements.

With the rapid development underway in Palos Verdes, Malaga Cove property should command your immediate attention. A reasonable payment down reserves any lot, with the balance extended over three years in either monthly or quarterly payments.

Drive to Palos Verdes today and look over the work in progress at Malaga Cove. If you can't visit Palos Verdes immediately send the coupon for the large, 10-page, 5 color map of Palos Verdes. Delivered postpaid *free*.

Ten Page Map *Free*

Mail coupon and we will send you the great 10 page, five color map of Palos Verdes. It shows hundreds of facts you will want to know about this New City.

Best Road to Palos Verdes

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes.

PALOS VERDES

The New City

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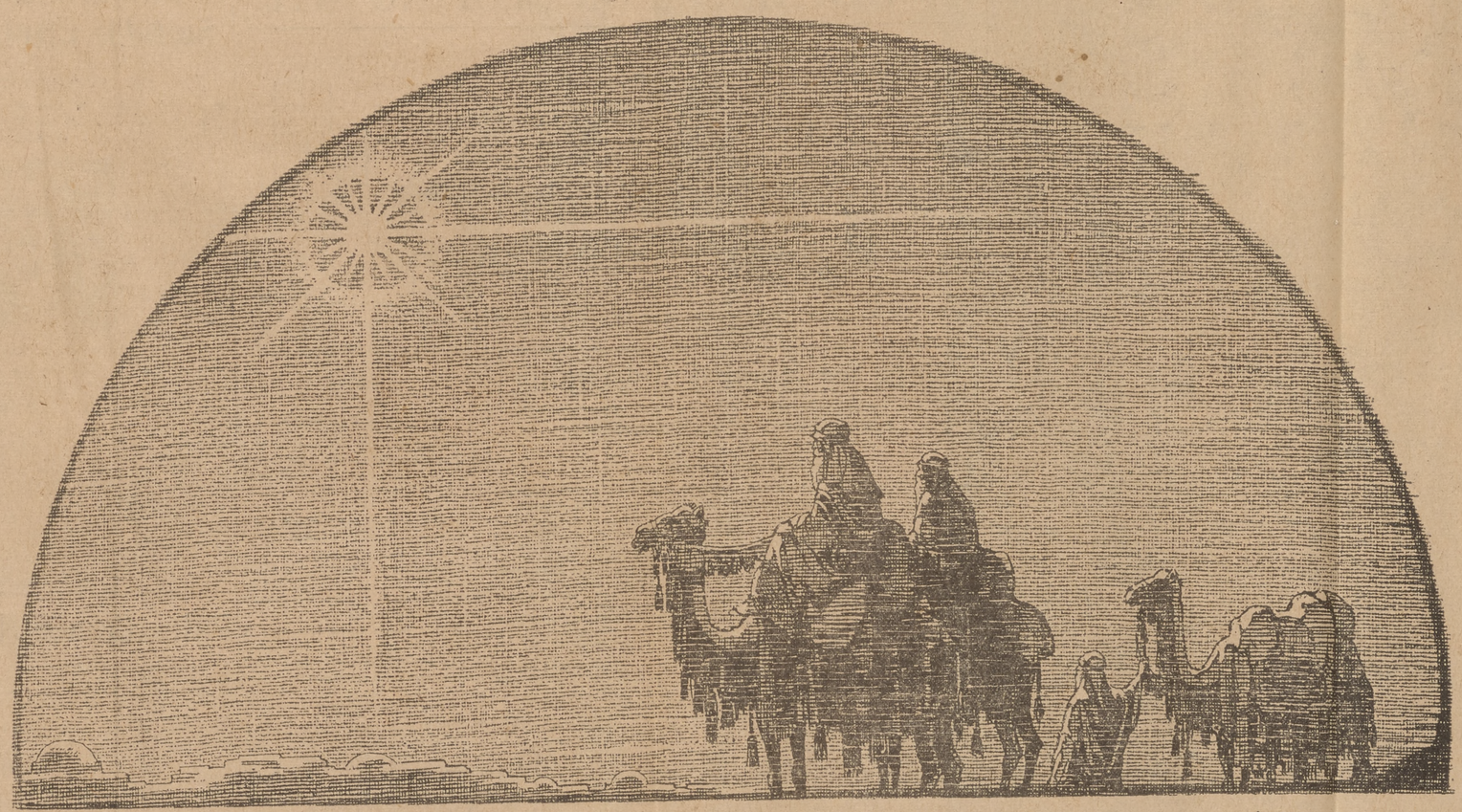

The Wise Men Laid Their Wisdom Down

As turns the year, so turn we, seeing the Star,
Trembling and hushed in knowing what we are—
Children of God, the creatures of a Will
That calls us ever and will not be still;
That called the shepherds, sleeping in the dew
And waked them with the trumps the angels blew.
The wise men heard, and following the Star
Beheld the inn-lights shining from afar
And there they paused, and blessed the silent town
And in the manger laid their wisdom down
Those three wise men, who worshipping bowed low
Before the light that shone from Mary's brow.

McKay Churchill.

CHRISTMAS GREETINGS to the big Palos Verdes family, ten thousand strong!

Your staff pauses in the work of creating a NEW CITY to tell you what is on the Palos Verdes Christmas tree. It is a big tree heavily loaded with good things for you.

Ten miles of roads and avenues have been graded and surfaced, ten more miles are under construction; a huge main is now delivering a million and a half gallons of water per day into Malaga Cove and soon laterals will cover the whole area; the golf course is being seeded; electricity is in Palos Verdes; gas service will be ready in ninety days; plans for the beautiful Malaga Cove Plaza are being completed and architects are designing two other big business sections; every business hour since June first more than $4000 worth of Palos Verdes property has been placed in the hands of new owners, and now our own Estates Mortgage and Building Company, with a million dollars capital, is being organized to help finance and build homes in Palos Verdes. Who could have a better Christmas tree than that?

How good it is to pause at this holiday season and look back over a year of accomplishment. And, how good it is to know that the things which have been done, and the greater things that are under way, will bring generous reward to the thousands of men and women whose vision is making possible THE NEW CITY.

To all California, Palos Verdes wishes a Merry Christmas. And to the Palos Verdes family and the thousands who will join it, we send wishes of happiness and joy from our hearts.

PALOS VERDES ESTATES

Ad. No. 198-A

"Free Map of Palos Verdes.

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L.A.Examiner Dec. 25

Daily Ill News " 26

free map of PALOS VERDES the NEW CITY

FIVE COLORS 10 PAGES

Fill out the coupon at the bottom of this advertisement and we will send you FREE a big map of Palos Verdes, the New City which is now building.

These maps, printed in five colors, have ten pages, each two feet wide and three feet long. They cost us several dollars apiece to print, but we are glad to give them FREE, while the limited supply remains, to those who request them on the coupon below.

The map shows the streets, boulevards, parks, schools and playground reservations, fifty fine photographs of homes suitable for Palos Verdes and hundreds of other interesting facts about this new residential city.

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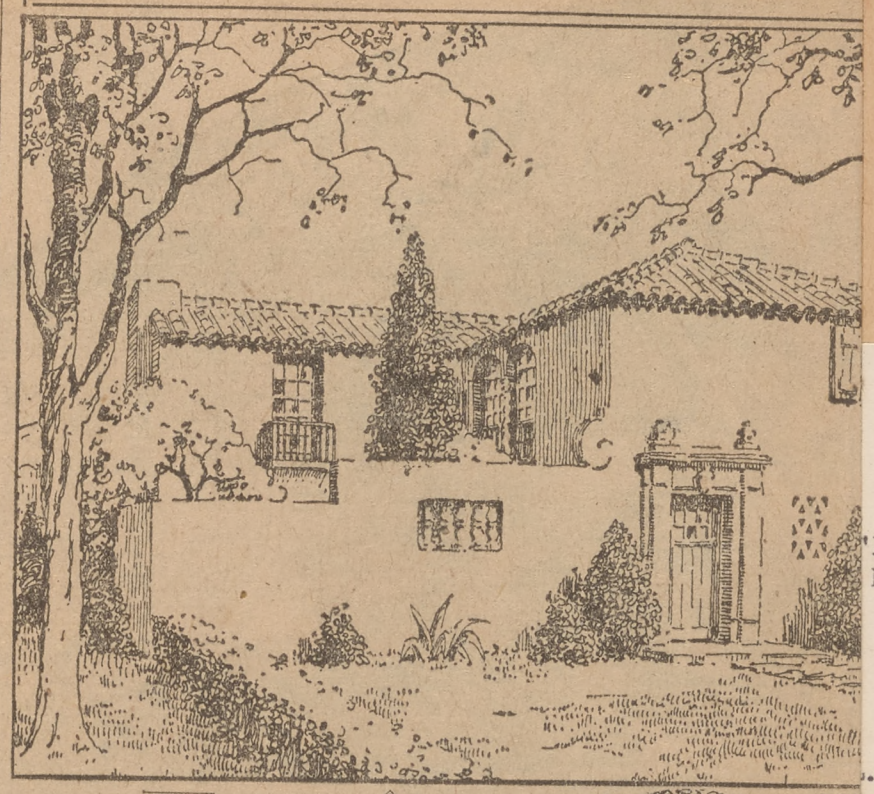
2-STORY SPANISH MODE



THE accompanying illustrations indicate the design for a two-story Spanish residence planned for the customary interior city lot.

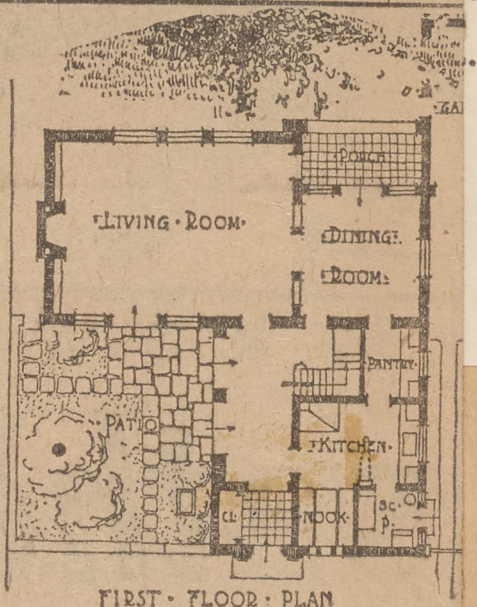
The drawing of the first-floor plan shows a convenient arrangement for the living room, dining room, kitchen and stair hall, and places the principal rooms on the rear so that they may have exposure on the garden.

In addition, the plan includes a walled patio on the front which may be entered either from the living room or the stair hall.

Garage and kitchen service is on the opposite side, the garage being located so that one may step from it onto a porch leading to either the living room or the dining room.

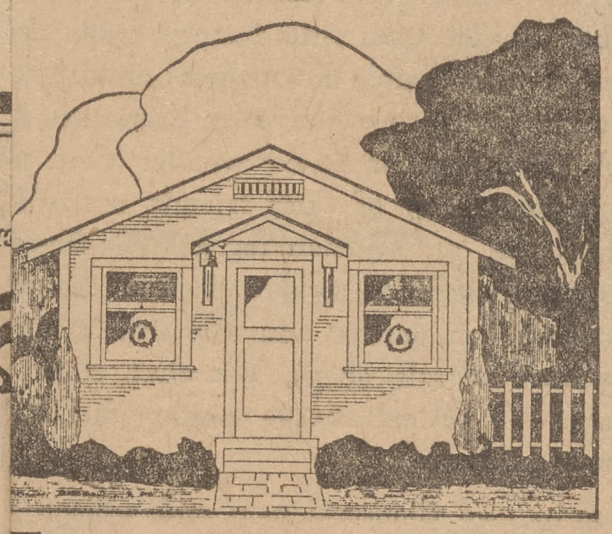
The second floor plan provides for three bedrooms, a sleeping porch and a bathroom.

The hall connecting these rooms and giving access to the stairway is well lighted.



FIRST · FLOOR · PLAN
Designed by the Allied Architects Ass

Builds This Complete



The cost price of this charming little home includes all the rough and finished lumber, sash, doors, roofing, wall board, screens, hardware, plumbing, bath room fixtures, wiring, painting, carpenter work and cesspool or sewer connections on your lot—every expense for material and labor.

This is an unusually low price for a well built house of this size and should be taken advantage of immediately by all prospective home

Hints for Home L

Types of Public Outdoor Re

BY RALPH D. COR
Master in Landscape Ar

THIS column has already discussed the rightful heritage of youth to free breathing spaces in the out of doors, to exercise in the open and to communion with nature, all of them being privileges which city life and civilization have no right to deny the growing generation of our people.

It has also touched upon the moral obligation of the community to furnish to its members those things needful to their health and welfare which they themselves cannot provide because of the restrictions which community life places upon them.

In other words, parks and playgrounds are a recognized necessity in the maintenance of the moral and physical balance of the individual members of any urban population, and this article briefly chronicles the types of outdoor recreation areas that have come to be recognized as fundamental, integral parts of every properly designed city plan.

(1) First these is the reservation of public lands held for municipal purposes such as water lands or city forests, not intended for intensive use, but made accessible to the public by roads which permit the use and enjoyment of the lands by those who seek the quiet, naturalistic spots. Torrey Pines Preserve is an example!

(2) Second comes the large country park, such as our own Griffith Park of Los Angeles. These areas still maintain the aspect of the undefiled country, so far as it is possible, and yet are designed to han-

for bo

Ad. No. 201

"L.A. is growing toward Palos Verdes- the new City"

Page

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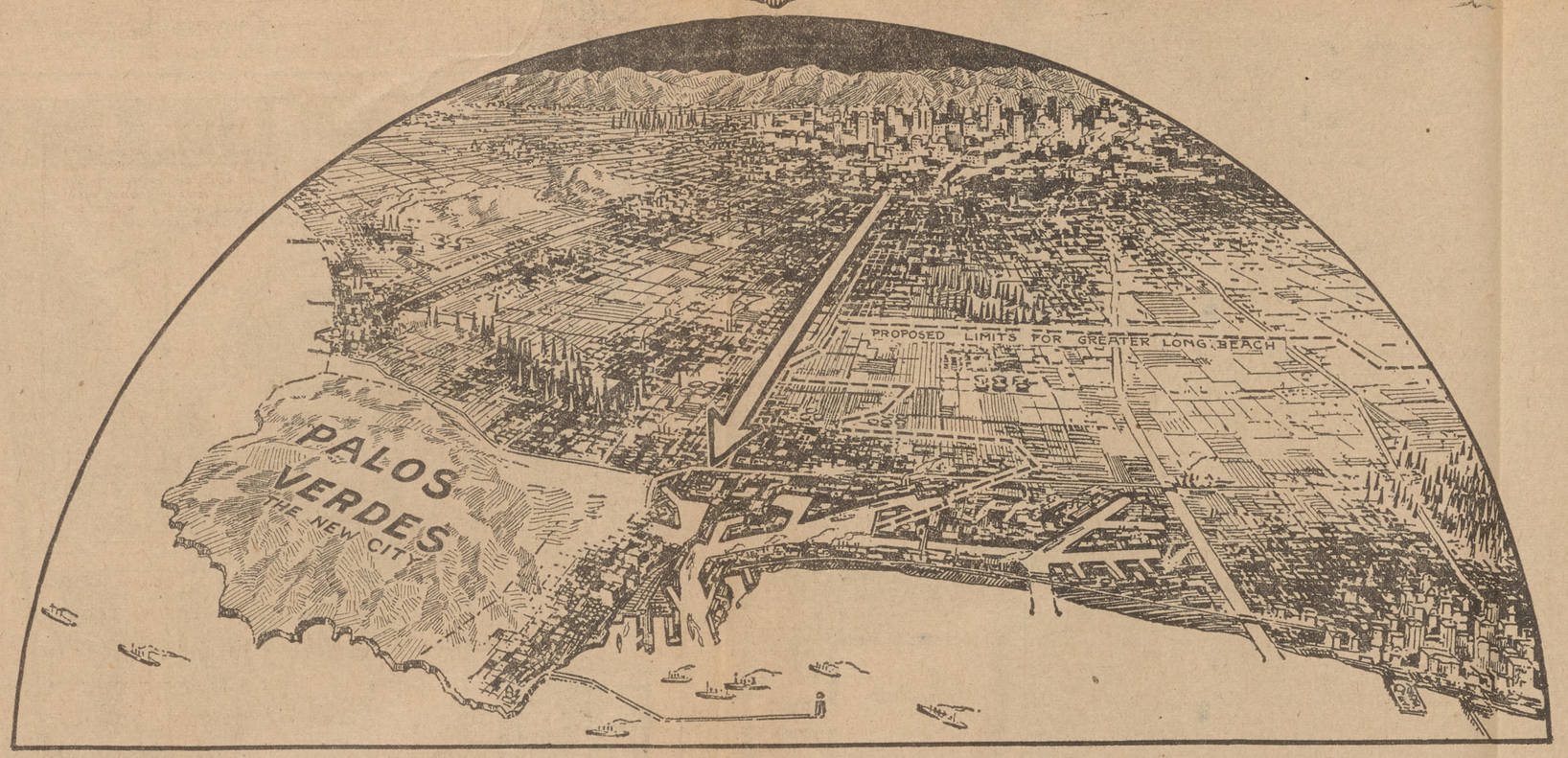


LOS ANGELES IS GROWING TOWARD

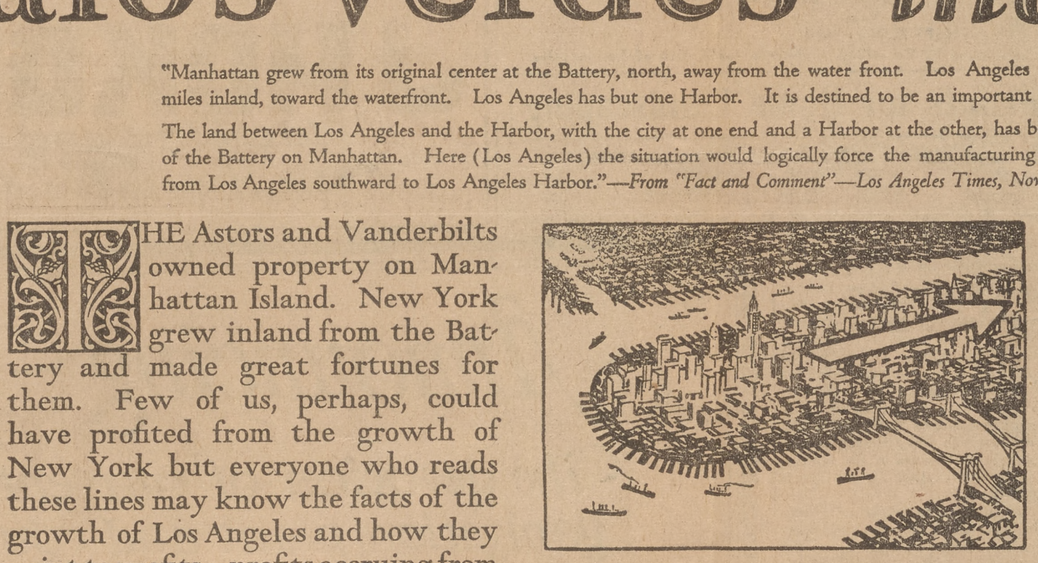
Palos Verdes - *the New City*

"Manhattan grew from its original center at the Battery, north, away from the water front. Los Angeles is growing from its original center, twenty miles inland, toward the waterfront. Los Angeles has but one Harbor. It is destined to be an important industrial city. What is the deduction?

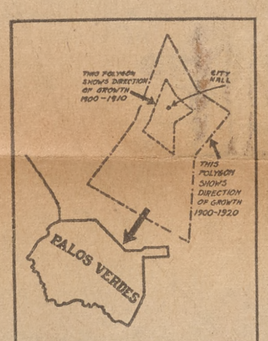
The land between Los Angeles and the Harbor, with the city at one end and a Harbor at the other, has better chance to develop than the land north of the Battery on Manhattan. Here (Los Angeles) the situation would logically force the manufacturing and industrial area to follow a natural course from Los Angeles southward to Los Angeles Harbor."—*From "Fact and Comment"—Los Angeles Times, November 18, 1923.*

THE Astors and Vanderbilts owned property on Manhattan Island. New York grew inland from the Battery and made great fortunes for them. Few of us, perhaps, could have profited from the growth of New York but everyone who reads these lines may know the facts of the growth of Los Angeles and how they point to profits—profits accruing from population growth like those which brought wealth to the Astors and Vanderbilts.

"Los Angeles is growing from its original center, twenty miles inland toward the water front."



New York, founded on the water front, grew inland, bringing great wealth to those who held lands in the path of population growth. Los Angeles, founded twenty miles inland is *growing toward the water front.* Such movement is inevitable. Every great city in the world faces a port.



Map of directional growth of Los Angeles. A growth 1100% in the direction of Palos Verdes and the Harbor was made between 1910 and 1920. Today the rate of growth is even faster.

What does this mean? It means that the low, flat lands reaching back *from* the harbor are destined to be *industial, manufacturing* and *warehouse lands. Oil derricks, tank farms, refineries* and *factories* are filling up this area with amazing rapidity. Drive down Harbor Boulevard and see for yourself. Where in all this maze of industry and development would you build a home? And where are the thousands who, like you, want to escape smoke, noise and confusion, going to live?

There is [illegible] space in the whole Harbor district—the NEW CITY, Palos Verdes. This splendid residential city will hold the homes of thousands of business and professional men, who, each day, must be in the industrial area.

Already hundreds of citizens of Long Beach, San Pedro, Wilmington and Torrance have bought sites for their permanent homes in Palos Verdes. Can you question their judgment? They are seeing quiet residential streets in the harbor district turn into factory traffic lanes. Heavy trucks rumble down them; children cross at their peril; once charming homes are noisy with industry. It is no wonder that these people and many of their friends, see in Palos Verdes the one solution for a home free from industrial intrusion, where their children are protected from danger, and where their families may have schools, shops, churches, clubs, golf courses—every advantage making for satisfaction in home life.

Close to two thousand men and women have studied the facts about the growth of Los Angeles and have invested more than $6,000,000 in Palos Verdes. With such evidence before you, do you not owe it to yourself to investigate fully before you select property in Southern California? Remember Los Angeles is rapidly growing toward the Harbor. Visit Palos Verdes today and see the tremendous development under way. Or, call at our offices, 5th floor, Lane Mortgage Building, 8th and Spring Sts., and get maps, booklets and other information. Telephone 822-481.

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Mail coupon and we will send you the great 10 page, five color map of Palos Verdes. It shows hundreds of facts you will want to know about this New City.

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LOS ANGELES EXAMINER....A PAPER

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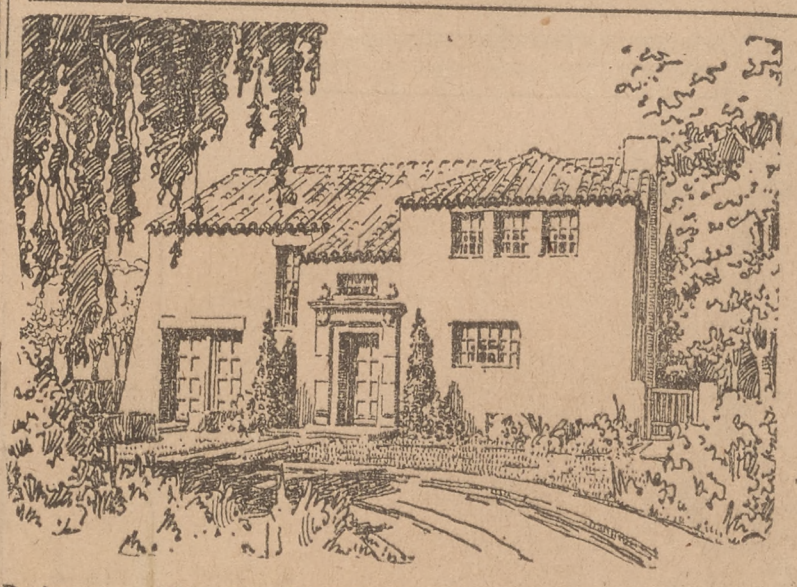

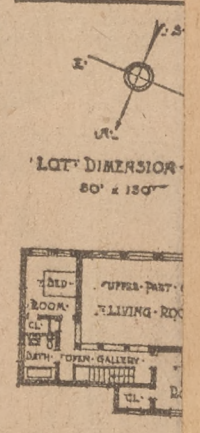

Design prepared by the Allied Architects' Association of Los Angeles.

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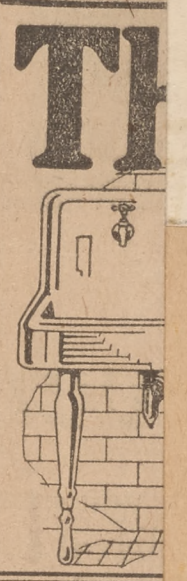

Hints for Home Landscaping

Parks and Parkways

BY RALPH D. CORNELL
Master in Landscape Architecture

THE need for public parks and parkways is directly proportional to the size of the community, increasing as the population grows; and yet, the larger a city becomes the more difficult and costly it is to set aside lands for public use.

When a community is still in the village stage and really a part of the country it has no mmediate need for park reservations and can seldom predict its future growth with sufficient accuracy to guide its legislation in such matters.

But the sad awakening comes when it suddenly realizes that it has outgrown its swaddling clothes without making provision for the contingencies of growth and is left rather stark and bare in matters so vital to public welfare as are parks.

The park history of the City of Paris offers rather interesting procedure.

In the days of feudalism and danger from outside attack, Paris, as with most continental strongholds, existed as a walled city within which the people crowded, domicile, as a matter of protection from outside enemies.

The congestion within these walls became intense as the community grew so that when the dangers from outside invasion lessened and gradually disappeared the people spread into the surrounding territory to establish their homes and places of business.

As the city developed it thus came about that there remained the old central portion of the town, surrounded by rather a wide barrier of military reservations and fortifications which formed a belt beyond which the community continued to expand.

This went on till congestion again became too great and public reservations were in much need, although the necessity for the old-time fortifications no longer existed. This military reservation was condemned, its masonry removed and the area turned into a magnificent parkway, circling and enclosing the central portion of the city and affording much needed relief.

Paris also recognized the need for wide, through, radial traffic arteries, not existing at the time, and which have cut through her city at enormous momentary expense, but to give vast relief, beautification and ultimate economy in the efficiency and appearance of her city plan.

The illustration of her military fields turned into parkways is of value to us only as it recognizes the need to which all cities come, for adequate provision of fresh air, greenery and stopping places within the great maelstrom of a pulsing, throbbing population center.

The wholesale butchery of the old town plan in order to provide the necessary accommodations for traffic is a problem that comes to all large municipalities that do not adequately provide travel arteries as their town is growing.

Philadelphia has responded to this necessity; Washington and Chicago, all at terrific expense which, great as it was, has justified itself in subsequent relief.

Where a community is still in a growing, plastic stage, it should not fail to provide for future park and traffic needs, particularly where it is assured of enormous growth eventually.

Economy and business judgment both demand early action in all matters pertaining to a city plan.

Announces Big Pasadena Deal

Headed by A. C. Blumenthal, D. M. Linnard and other prominent local capitalists, and involving a total of approximately $4,000,000, one of the largest realty deals ever made in Pasadena has just been completed.

The transaction includes the leasing of the Kenwood Hotel property at the northeast corner of Madison avenue and Colorado street, on which improvements costing $1,500,000 will be made in the spring.

Calling for a total rental of $2,500,000 the syndicate has secured a 99-year lease on the corner from Stillman B. Jamison. The property, which is one of the largest business sites in the heart of Pasadena's business district, has a frontage on Colorado street of 200 feet, with a Madison avenue frontage of 245 feet.

According to plans which have already been outlined by Blumenthal, the corner 100x175 feet is to be used as a site for a ten-story and basement, Class A structure to cost at least $1,000,000.

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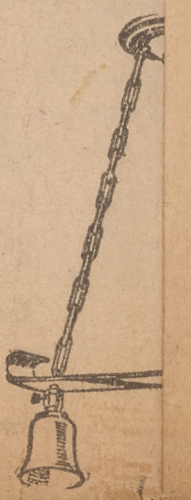

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"Palos Verdes Estates"

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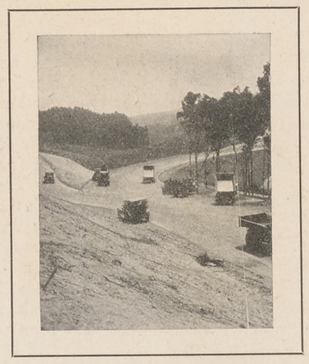
PALOS VERDES ESTATES



A section of the twenty miles of roads and paved highways now under construction at Palos Verdes Estates.

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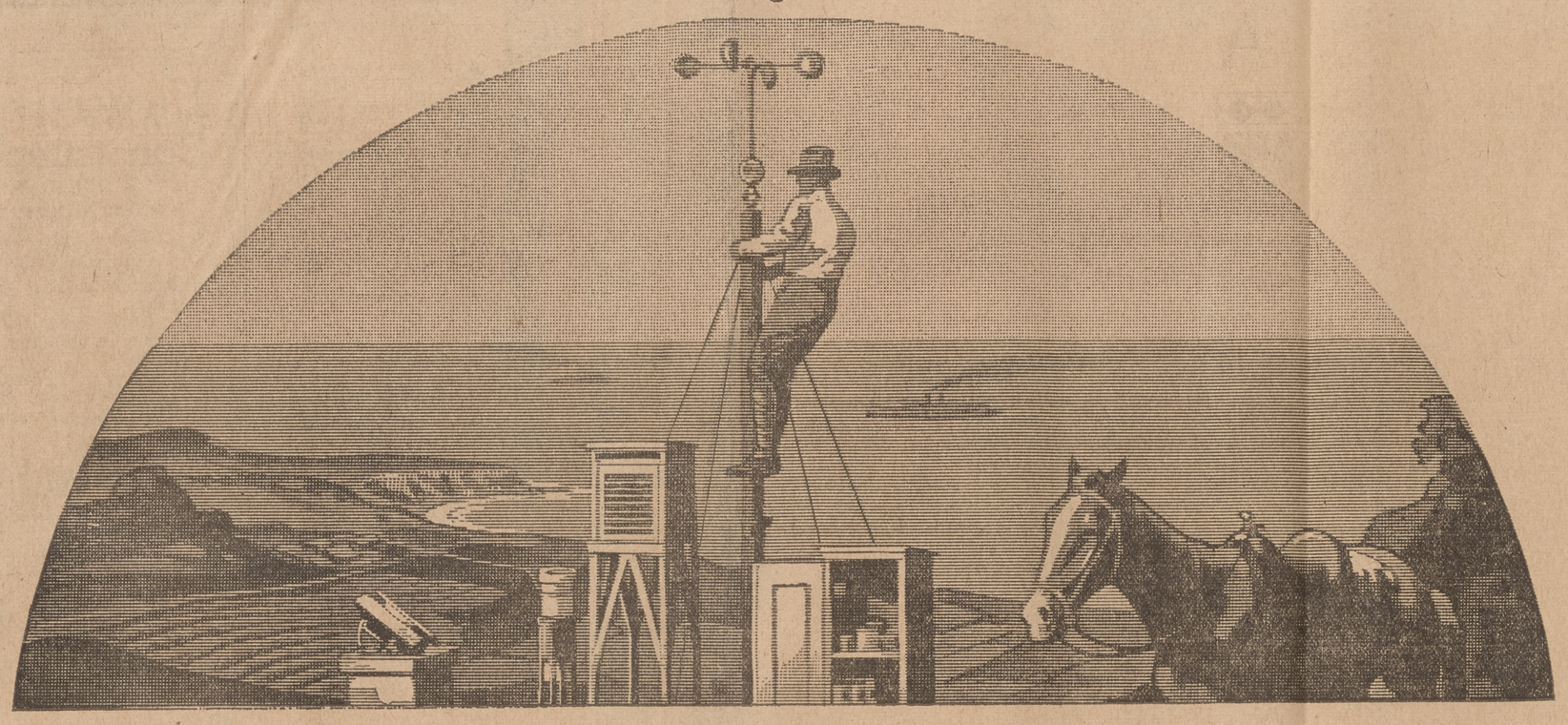
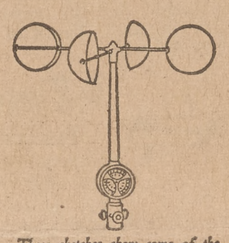
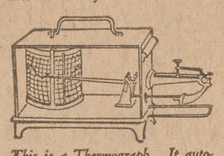


Six Years Adventure with Climate

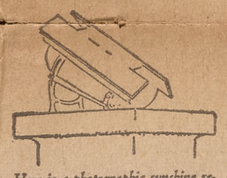


These sketches show some of the delicate instruments used in making the survey of Palos Verdes climate. Above an Anemometer which measures air velocity.



This is a Thermograph. It automatically records in ink the exact temperature every minute of the day and night.

Rain gauges like this were placed at the various observation stations.



Here is a photographic sunshine recorder which prints on a sensitive film a picture of the sunshine, clouds, etc., each day.

Did you ever hear of a Climate Explorer — a man who adventures "Back of the North Wind", who knows "Jack Frost" and who is quite intimately acquainted with old Jupiter Pluvius?

Such a man is Dr. Ford Ashman Carpenter, for thirty-one years official of the U. S. Weather Bureau and now Consulting Meteorologist. Dr. Carpenter is the man who for six years, from June 1914 to June 1920, explored Palos Verdes' climate, adventuring into a field of scientific study, seldom, if ever before, undertaken for the specific purpose of getting exact knowledge about weather conditions before a City was started. You can judge how thoroughly this "exploration" was made when Dr. Carpenter states it is now possible to determine the climatic conditions for every ten acre area.

Today, there is no more need for you to live or invest where you can not be given definite, scientific answers to your questions about climatic conditions than it is for you to guess at the front footage of your lot. Some of the things that you want to know definitely about any place are: How hot is it in summer? How much does the wind blow? How about "Santa Ana" and "Wilmington" gales? Is it foggy? Is there much frost? You should have accurate answers for these questions.

For every bit of property in Palos Verdes — the New City — you may have definite answers for such questions. You will be given facts, based upon Dr. Carpenter's six years of scientific research.

And, you will be delighted to learn that here is a superior climate — with less fog, wind and frost. Where it is cooler and more comfortable in summer; warmer in winter, and where in a single year there were only two days on which the sun did not shine.

You who are seeking a place for your permanent home know how much it means to know these things *in advance.* They mean the difference between delightful outdoor life the year 'round and perhaps utter disappointment and discontent.

If you are seeking an investment, remember that six years of scientific study has proven that Palos Verdes has a *better climate.* People invariably flock to locations where Nature has been just a little more generous and it is only where people *want* to live that values mount.

The long exploration of weather conditions in Palos Verdes is typical of the thorough way in which scientific knowledge is preceeding building in this New City. Nothing is left to chance. Every shrub that is planted is part of a definite plan. The finest skill and talent in America is contributing to the creation of a New City on these slopes, destined to be the most beautiful, carefully planned residential community in America.

Perhaps you long ago made up your mind to have a home in Palos Verdes but you are still waiting. Then think about this—close to two thousand men and women have studied every angle of this great development and have invested close to seven million dollars in it. The choicest property is being rapidly reserved.

Why shouldn't you decide now and have a home where the *climate is better* and in the New City that commands the service of America's foremost architects, engineers, landscape architects and meteoroligist. You may still reserve home sites for a reasonable payment down and with the balance extended for three years.

Visit Palos Verdes today or call this week at the Fifth Floor Lane Mortgage Building, 8th and Spring Streets, Los Angeles. Telephone 822-481.

FREE MAP OF PALOS VERDES. A copy of the great 5 color, ten page map of Palos Verdes will be mailed *free* upon request. Fill out the coupon and mail today. BEST ROAD TO PALOS VERDES. Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes.

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SURROUNDINGS COUNT! That is why Palos Verdes Estates have been designed—alone of all Southern California residential districts—by America's greatest landscape architects. They have saved for you—improved for you—those deep-soiled terraces, those sheltered knolls, each distinctive home-estate, so wonderful in its natural design, so incomparably beautiful in its panorama of sea, mountains and coast line.

In Palos Verdes Estates, homes almost build themselves—you can see them as they should be, from every room commanding this matchless view, never to be taken away and always protected by sound and valuable restrictions.

If you have now in your mind the kind of home that means perfection to you—there's an estate in Palos Verdes where it will fit supremely well. But, first of all—surroundings! Choose, in Palos Verdes, your ideal location. Your home will grow before your eyes—different, as you are different, conforming in good taste, as you conform—the enduring expression of your own enjoyment of life at its best.

There can be no other Palos Verdes Estates.
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From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

Ten Page 5-Color Map *Free*

A copy of the great map of Palos Verdes, containing ten pages. each two feet wide and three feet long and printed in five colors, will be mailed *free* upon request.

This map shows restricted areas, streets, boulevards, park and school reservations and hundreds of other interesting facts you will want to know about this new City

Fill out the coupon. Map will be sent by return mail. postpaid.

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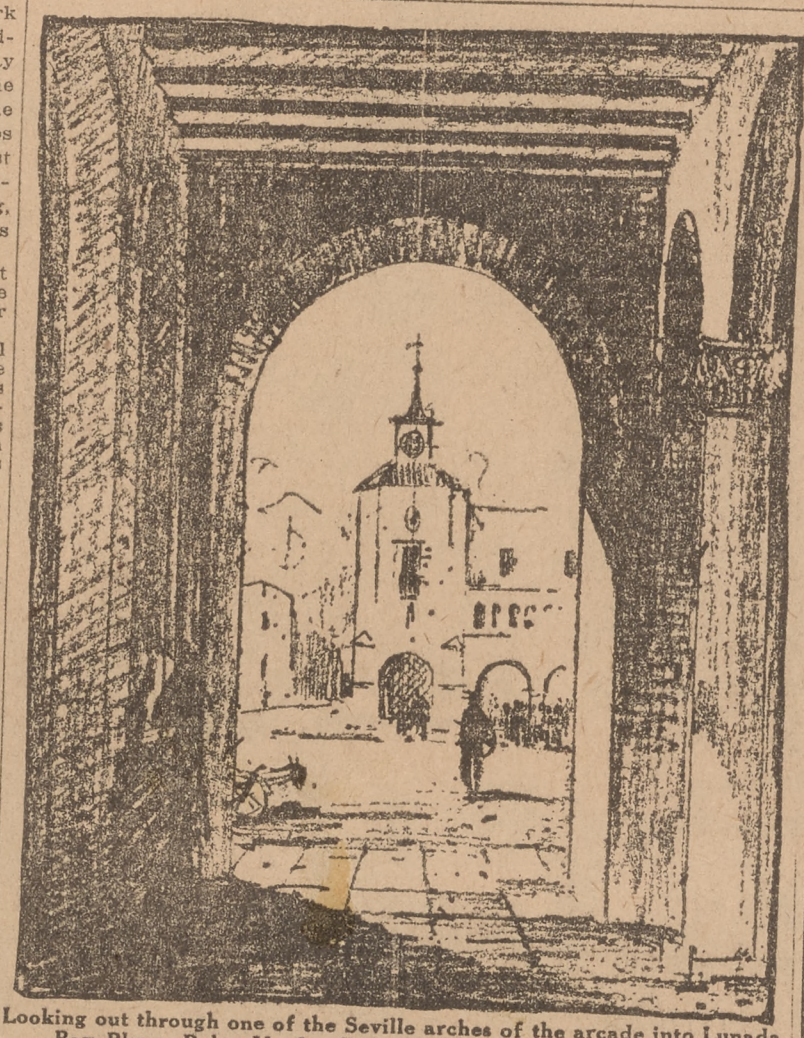
LOS ANGELES EXAMINER----A PAPER

Plaza, on Palos Verdes Ocean Be a Bit of Real Old Spain



Looking out through one of the Seville arches of the arcade into Lunada Bay Plaza, Palos Verdes Estates. You are standing on the protected walk that fronts the quaint shops—off past the tower, with its pared corners, the side street where service establishments of the secondary type, such as garages, oil stations, etc., will be located.

on the sheltered west coast of Palos Verdes, above the half-moon emerald bay," is the way Kirtland Cutter, in charge of the designing of Lanada Plaza, describes it.

"An old Spanish town with balconies, winding stairways, grill iron gates and windows and arcaded walks—the archings very different from the treatment in Malaga Cove Plaza. Lots of color—but no whites or dark tones. Soft tans, dull ivory and pinks and touches of blue—tile roofs of warm browns and terra cotta, purples with a pink tint in the purple. Quaint lantern towers. Garden walls, and the surfaces of buildings broken up irregularly with irregular sized windows, doors and gates—never severe lines through the middle of spacings.

"The architectural development of this plaza will overcome the usual weakness in working out a unit of this kind. Different ages will be expressed in different buildings—by colorings, by surfacings—so that one establishment will appear to have more age than another. This will bring charm and defeat possibilities of the monotony of sameness which usually results where a whole unit of this kind is constructed at practically one time.

"Lunada Plaza will be purposely placed one short block from the heavy automotive traffic of Palos Verdes coast highway, Granvia La Costa—which leads from Redondo Beach through Palos Verdes and on to San Pedro, eventually part of the State highway. From this main highway, Via Mirola, a broad main street of 100 feet in width, will stream through the Plaza down to the sparkling bay.

"Buildings will have a requirement of not less than two stories and not more than three stories in height, with the exception of the towers, which may go to as much as 150 feet. The tower possibilities in roof line have been used in a very satisfying fashion.

"Proper, the Plaza will have a font in the center of it, surrounded by an arcade ground floor, making a sheltered and attractive walkway before the store fronts—and always protected from the sunshine. Only stores of the best type will be permitted occupancy fronting the Plaza. Such services as oil stations, garages, repair shops, and so forth, will be required by the Palos Verdes zoning regulations to occupy the side streets.

"At the south end of the Plaza a splendid theater has been designed presenting a very new surface, lending itself to a visual appeal quite unordinary. The street leading from the theater has been arched over to tie the Plaza together with a well rounded architectural effect which adds so much of the Seville feeling to the environment—hitherto impossible in Southern California owing to lack of forethought and advance planning.

"Designing, at one time, a harmonious and attractive group of business establishments, and the Plaza as well, such as Palos Verdes Estates offer in the Lunada Bay problem, again emphasizes with what forethought this new city by the sea is being established."

Kirtland Cutter, F. A. I. A., who has located his offices at Long Beach in order to be nearer his work, in which he will be engaged for a period of ten years as supervising architect for this Lunada Bay section, is nationally known as a designer.

He is responsible for Kirtland Hall, Yale University; Hotel Davenport, Spokane; Glacier Park Hotel, Glacier National Park; Carnegie

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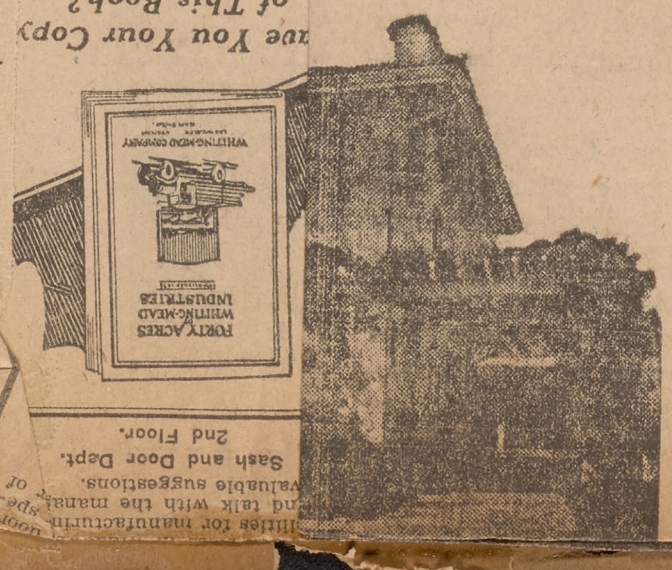

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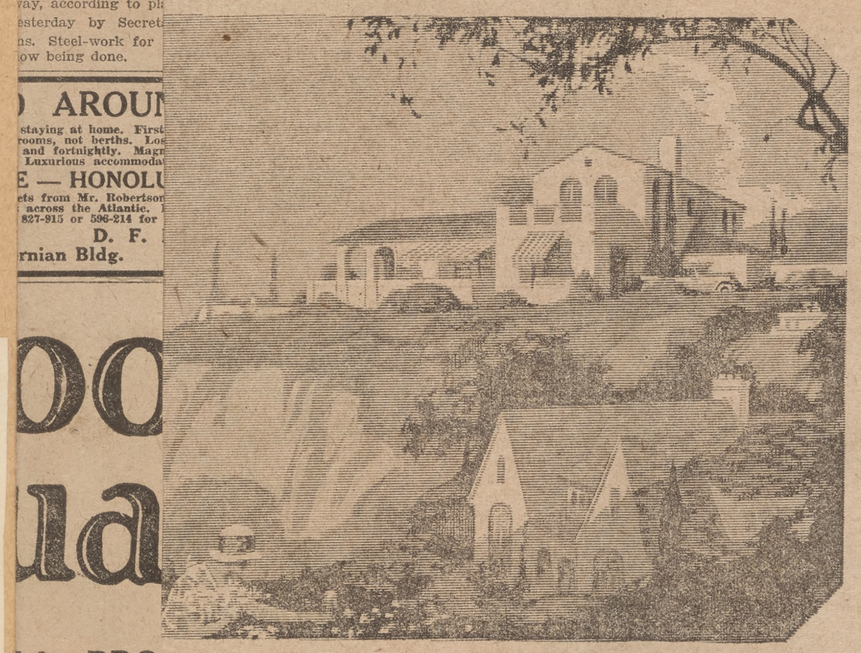

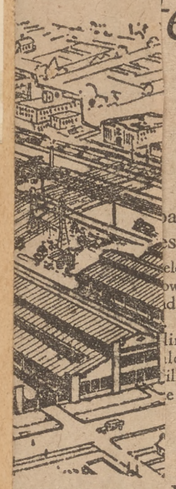

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SURROUNDINGS COUNT! That is why Palos Verdes Estates have been designed—alone of all Southern California residential districts—by America's greatest landscape architects. They have saved for you—improved for you—those deep-soiled terraces, those sheltered knolls, each distinctive home-estate, so wonderful in its natural design, so incomparably beautiful in its panorama of sea, mountains and coast line.

In Palos Verdes Estates, homes almost build themselves—you can see them as they should be, from every room commanding this matchless view, never to be taken away and always protected by sound and valuable restrictions.

If you have now in your mind the kind of home that means perfection to you—there's an estate in Palos Verdes where it will fit supremely well. But, first of all—surroundings! Choose, in Palos Verdes, your ideal location. Your home will grow before your eyes—different, as you are different, conforming in good taste, as you conform—the enduring expression of your own enjoyment of life at its best.

There can be no other Palos Verdes Estates.
Let us send you full information.

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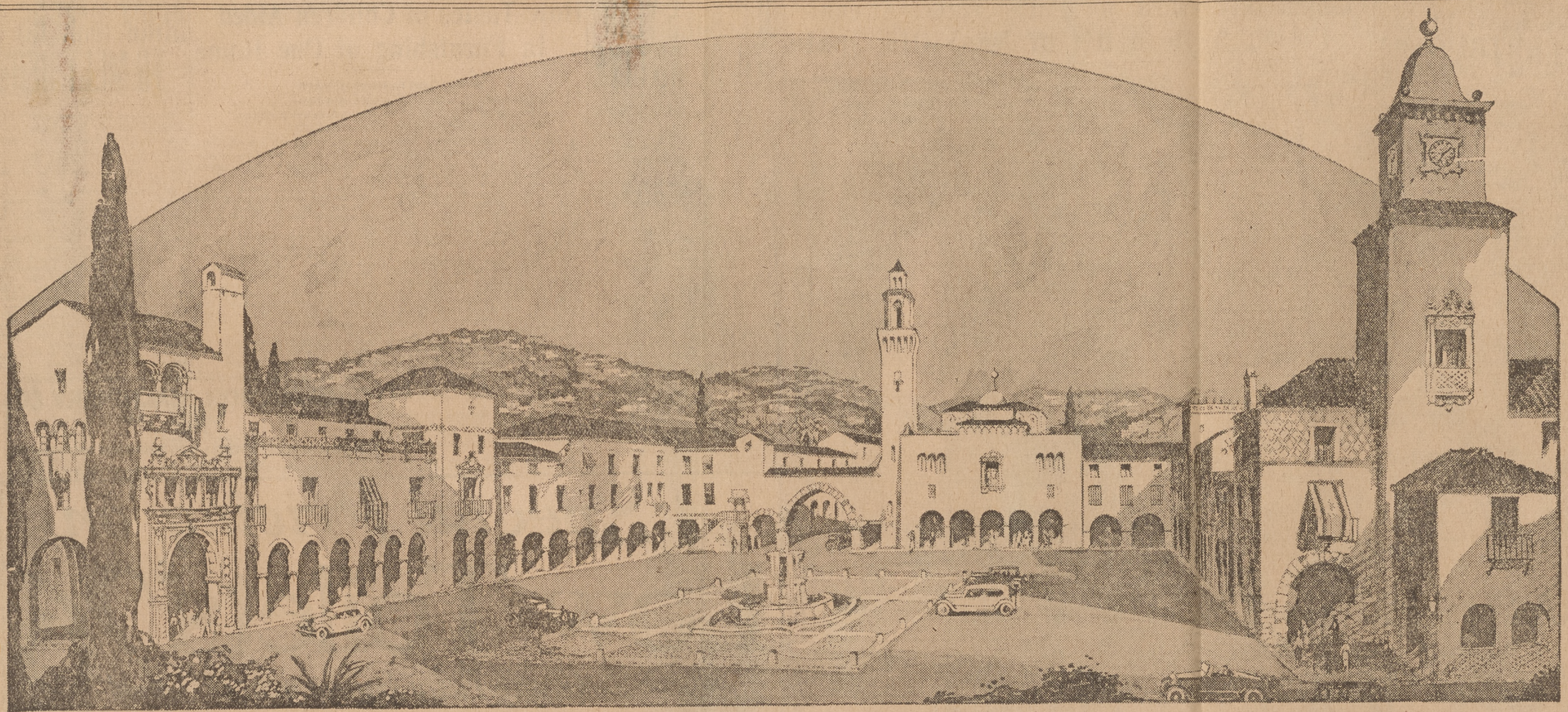
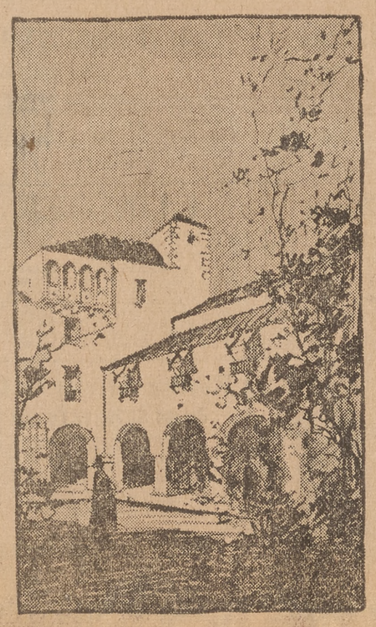
*Address*_____



Picturesque Lunada Bay *Plaza*



A corner of the Plaza will be occupied by shops. A balcony overlooks this interesting little corner.. Here one may sit on sunny afternoons hidden from the street and watch its shoppers. Note how the irregular grouping of the windows has given charm to the wall spaces. This cornet is near the entrance of the Plaza close to the Granvia La Costa.

Lunada Bay Plaza is the work of Kirtland Cutter, F. A. I. A., engaged for ten years as Supervising Architect for this secti n. Mr. Cutter is nationally known as designer of Kirtland Hall, Yale University; Hotel Davenport, Spokane; Glacier Park Hotel and many other notable buildings and residences in the United States and England.
General layout of the Plaza by Olmsted Brothers, Landscape Architects, and Chas. H. Cheny, Consultant in City Planning.

AN old Spanish town, with arcaded walks, balconies and winding stairways, with color everywhere—walls in soft tones of tan, with pink and dull ivory for relief—tile roofs of warm browns and terra cotta—quaint lantern towers—such are the architect's plans for picturesque Lunada Bay Plaza. It will be a bit of Old Spain set down on the sheltered west coast of Palos Verdes!

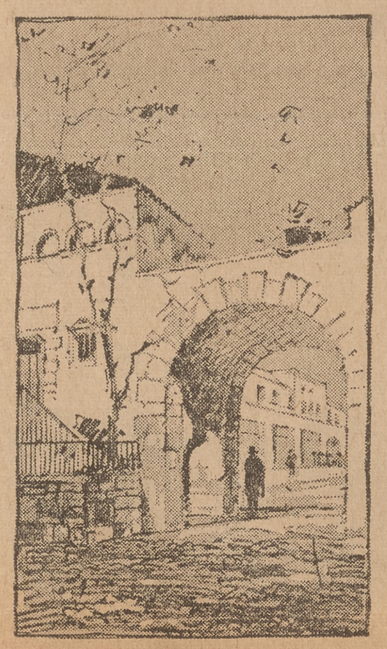
Lunada Bay Plaza is the principal business center on the west coast slopes of Palos Verdes. It is one of the largest business sections in the New City and will serve a residential area almost three and one-half miles long, where thirty thousand people are expected to live within a few years.

The Plaza, with a fountain in the center will be surrounded by an arcaded ground floor, which will make an attractive sheltered walk in front of the stores and shops, always protected from sun and rain. Only stores of the highest grade will be permitted to occupy space fronting the Plaza. Oil stations, garages, repair shops, etc., are required by the zoning regulations to occupy side streets. At the south end of the Plaza a fine theatre has been designed, and the street leading out from it has been arched over to tie the Plaza together with the well rounded-out architectural effect that adds so much to the old world cities, and which hitherto has been impossible in California because of lack of proper forethought and planning in advance.

The Plaza was purposely placed one short block away from the heavy traffic of the coast highway, Granvia La Costa, leading from Redondo through Palos Verdes and on to San Pedro. From the main highway, Via Mirola, one hundred feet wide and parked on both sides, leads through the Plaza to sparkling Lunada Bay.

The architecture of Lunada Bay Plaza has been established as Mediterranean type, with the idea that this is more comparable and appropriate to the warm climate of Southern California than any other old world style. Buildings will be required to be not less than two stories and not more than three in height, except that towers may go up to as high as one hundred and fifty feet. The architect has taken advantage of these tower possibilities and variations in roof line in splendid fashion.

The planning at one time of a harmonious and attractive group of business buildings, such as Lunada Bay Plaza emphasizes again with what care and forethought this New City is being built. Here one may buy and live, with investments protected and enhanced by wise restrictions and improvements designed by America's foremost architects.



Wouldn't you like to walk through this interesting arcaded entrance to the colorful Plaza? The archway leads from a side street where garages, oil stations and repair shops are to be located. The stairway takes one to a studio on the second floor, connected by the open passage way to the next building. This passage way will provide a small roof garden for the worker in the studio.

Buy before prices increase in Lunada Bay

Prices are certain to increase in Lunada Bay with the construction of improvements planned. There are still a few business lots remaining in this Plaza, which may be had for exceptionally reasonable prices. Also, within a circle of six blocks of the Plaza there are forty-eight extremely deisrable residential lots that are priced under $3,600. Basing our judgment on the heavy demand for property when plans for Malaga Cove Plaza were announced, we believe that the lots we mention in Lunada Bay will scarcely last through the day. Drive down early, *before noon, if possible.* Last Sunday 800 automobile parties made it impossible for us to take care of everyone. Come early.

FREE MAP OF PALOS VERDES. A copy of the great 5 color, ten page map of Palos Verdes will be mailed *free* upon request. Fill out the coupon and mail today.

BEST ROAD TO PALOS VERDES: Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes.

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The New City

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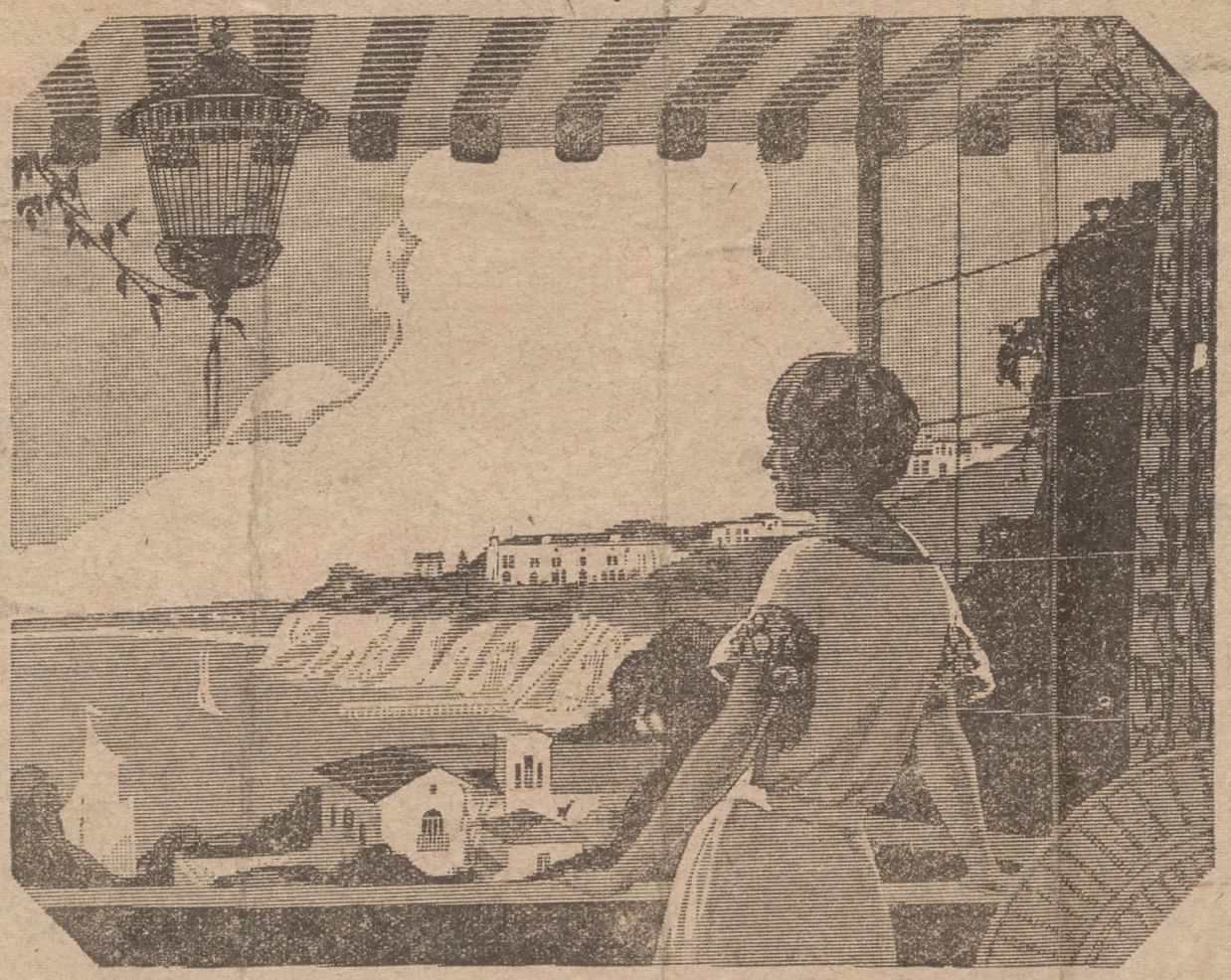
Ad. 170-A

"NEARLY $1,000,000.
FOR A PICTURE"

4 x 15

L.A. Ill News Jan 13



NEARLY A MILLION DOLLARS
for ONE PICTURE

A LAD like yours or mine—he's Gainsborough's "Blue Boy"—the world's most famous painting brought to Los Angeles at a cost of nearly a million dollars.

Each window of your home at Palos Verdes Estates may frame a picture even more masterly—more beautiful. The ocean dares to paint in blue—in silver, in greens and purples—in snowny wave-caps and hazy horizons and splendid distances—and every hour the picture changes as you watch it.

Think what your home can be—your own permanent estate, built on just that sloping terrace or rounded knoll that you select in this superb natural park, laid out for you by America's foremost landscape architects with parkways, golf course and winding avenues, and with sound restrictions protecting you and your neighbors. Every home-estate in Palos Verdes is desirable. No two are identical. You will find many that please you—and one that you prefer above all the others in the world. We hope you will find it still unsold. Let us send you full information today. Address...

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Across Fairways and Greens to Blue Ocean

VISION here a game—on close-clipped fairways and greens—with the ocean, blue as a Mandarin skirt, at your feet. Soft breezes refresh you; the flash of silver surf on tawny cliffs and gleaming sands paints at each tee a new picture for your enjoyment.

Utterly different—wholly satisfying Palos Verdes Golf Course, which will soon be open for play, brings to the Estates an unsurpassed grass, seaside course of championship length. You may play here every day over rolling hills where every hole is different and the *natural* hazards are a challenge to your skill.

It all belongs to you—you who choose your home in Palos Verdes. A Golf Course at your door!

Consider well before you go elsewhere. Famous architects and landscape designers are building for you an ideal, residential City by the Sea. With its winding avenues, splendid sites and wise restrictions you may at moderate prices (*400 lots are priced under $4000*) choose in Palos Verdes a place to live always where there is beauty, friendship and health.

A GOLF COURSE BY THE SEA

Palos Verdes Course will be the only grass, seaside course *between Santa Barbara and San Diego. Free from fog and extremes of heat or cold it will be a year 'round course of championship quality.*

Golf Architect Wm. P. Bell, who has planned the course says, "Palos Verdes will be a severe test for a scratch player, for its natural hazards and undulating terraces have eliminated the necessity of artificial bunkers or traps. It is a natural *course with a wonderful ocean view. Every hole is different and the ninth and eighteenth will call for the best a golfer has."*

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

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Ad. 180-B

CROSS FAIRWAYS AND GREENS"

4 x 15

A. Ill. News Jan 16

Ad. No. 202

"YES, SIR, ITS ALWAYS FINE HERE"

Page

L.A. Examiner Jan 20

L.A. Times Jan 20

FIRM TRUCTS PLANT

o Make Special nd Patterns for de

increased demand le in Los Angeles," irt Company, now South Los Angeles ted construction of rt factory to cost Tenth and Wall

now being erected Construction Com- ancy March 1, will square feet of floor a capacity of 60,- yearly, or 200 doz- t will be one of the n the country de- roduction of men's rts. The architect, s designed a hand- e exterior using a d brick with blue

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Shirt Company is of The Calnevar one of the pioneer uring concerns of The name was spring when the ed to discontinue a general line of pecialize in ex- and materials. f the organization n, president; D. M. president and gen- George R. Squires, l manager; George cretary, and C. C. rer.

STEEL FOR HIGH SCHOOLS

Union Iron Works Erects Auditoriums for Hollywood and Polytechnic High Schools

Steel for the auditoriums of the Hollywood High School and the Polytechnic High School were shipped from the yards of the Union Iron Works in Vernon to the jobs yesterday for erection. A total of 500 tons of structural steel will be required for the two auditoriums.

The new construction for the Hollywood High School, will add to its capacity and the auditorium which is now being built, will be an important addition to the facilities of the school. The curved span steel trusses for the auditorium will be 120 feet in length and the balconies, stage borders and top will be constructed of steel.

The Union Iron Works is replacing the steel work for the auditorium of the Polytechnic High School, which was originally constructed by them twenty years ago. The old type steel frame work in the auditorium is being replaced by modern design and the new auditorium, which is in exactly the same location as the one which has just been torn down, will be considerably larger. The frame work of the building, balconies and stage will be of steel, fabricated by the Union Iron Works.

NEW COURTS PLANNED

[LOCAL CORRESPONDENCE]

MAYWOOD, JAN. 19.—David DeVore, owning an acre of ground on Gifford avenue, between Sixtieth street and Slauson avenue, announces that he will soon begin the erection of a ten-unit bungalow court at that location. Three years ago, C. C. Preston, of Rome, N. Y., purchased a half-acre of ground in the vicinity. He has announced that he will erect a bungalow court on this ground, which is on Fifty-eighth street near Gifford.

Foreign Population of Paris

The largest group of the foreign population in Paris is Belgian, which numbers 85,000; Italy follows with 81,000 and Russia comes third with 42,000—this latter being only slightly more than the number of Swiss residents. Fifth in order is the British colony, which totals 38,000. Americans rank sixth with 32,000.

Hostelry to be on Par With Finest

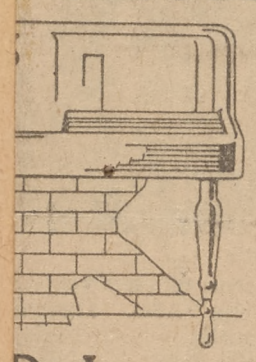
With the general movement toward a higher standard of hotels in comfort and equipment, the management of the Alexandria for the last few months has been quietly conducting a remodelling and redecorating program which will place it on a par with the finest hotels in the country.

A corps of experienced men has been at work for several months refurnishing and redecorating the upper floors, recarpeting hallways, installing new lighting fixtures, while on the main floors artisans from the studios of John B. Holtzclaw have been busily transforming the lobby, Franco-Italian dining-room and other public rooms.

Few hotels in the country possess a more ideal arrangement of rooms than the Alexandria. They are far more spacious than in hotels of this modern age which have lower ceilings and restricted spaces. Many of the suites on the upper floors done in Old English, early Colonial, French renaissance and late Italian motifs have remained for years a standard for interior decorators to emulate.

The new lobby, done in the Italian style, will present a magnificent color-filled ceiling, the staff work on which is more than eighteen inches deep. The ceiling colors have been brought downward by Mr. Holtzclaw in such a manner as to blend with an exquisite, handwrought iron and richly carved wood semiprivate inclosure for ladies where they will be secluded from the gaze of lobby loungers and the public.

aturing Low Toilet
e Luxe Kitchen Sink



Here are two peerless buys for the builder. Think o lutely "A" grade,, fully guaranteed, low vitreous china toi plete with "A" grade fittings and seat at the unusual pric and remember the price includes everything to the rough p Only because we manufacture these toilets in our own pot we able to make such prices.

Low Toilets $22.50

Your choice of either all vitreous china low toilets, or toilets with the white porcelain enameled cast iron tanks. ly off grade, showing slight imperfections in the finish. P rough plumbing, no extra fittings to buy, at $22.50 each.

De Luxe n Sinks $40

hat appeals to every house- utiful, white porcelain enamel iron, the back, the sink, the d the wide aprons in front, ece. They have adjustable be set at just the height hese sinks are very slightly d for that reason you are at least $15 on each sink Remember, the fittings are vith the sinks at this price.

Just Arrived Portable Showers $10

Here's a buy that will be eagerly welcomed. Home builders, ranchers, everyone will delight in one of these showers. Portable, with hose connection to fit on the bath faucet. The price includes the shower, the curtain, the curtain ring, standard and rubber hose with bath faucet connection. All metal parts are heavily nickel plated. Priced $10 complete.

e Doors $12 Pr.

n Stock Now

arage Doors in pairs — the suring 8 ft. by 8 ft. They're stock now—take them away Ve can also make up larger rly low prices.

oor Dept.—Both yards

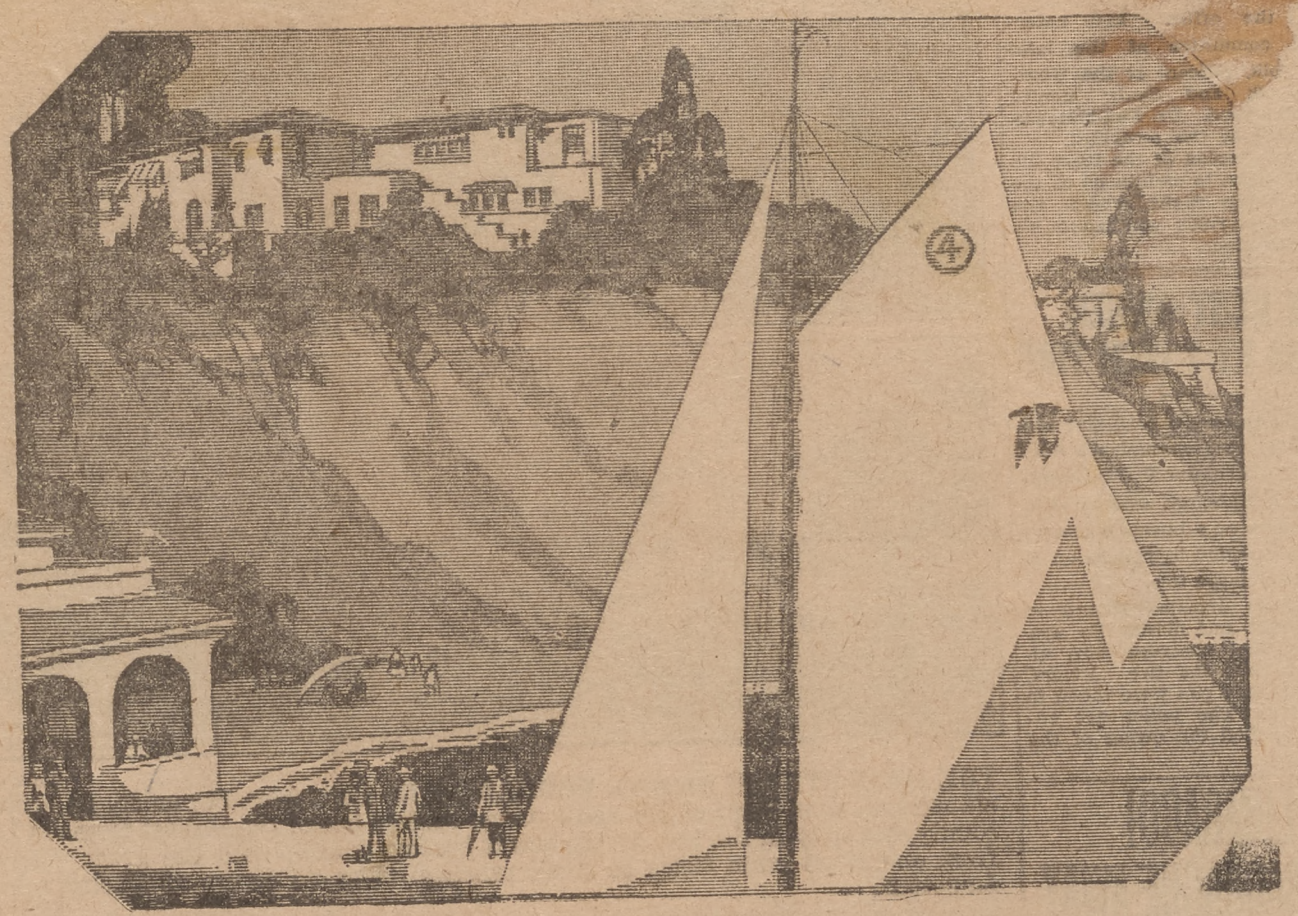
Cut Garage $69

½-Inch Black Steel Conduit $7 Hundred Feet

An especially attractive price on this much needed steel conduit for electrical work.

House Wire, 85c Per Hundred

No. 14 Rubber Covered



Your Home by Malaga Cove

WHAT a site for your home! The splendid terraces of Malaga Cove mount above the sea—each different—each curving knoll and gentle slope holding a new picture of blue ocean, glistening sails and tawny cliffs.

Choose your home estate here. With such resources of scenic beauty you may build your home as you stand here—and build it again—each vision capturing another view, another landscape possibility, another unsuspected advantage. Here is distinction, character, beauty with sound restrictions to protect you and your neighbors.

Palos Verdes Estates planned as a single unit—as you might plan your garden—has engaged, for two years, the skill and artistry of America's foremost engineers and landscape designers. Winding roads and avenues—wide parkingways—golf course—club house—all these are building.

You will find many homesites that will please you—a number are priced under $4000. And there will be one—perhaps by blue Malaga Cove—that you will prefer above all others. We hope you will find it unsold.

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4 x 15

.A. Ill News Jan 23

"Yes Sir, it's always fine here"

MORE sunshine, less fog, wind and frost, with mean monthly temperatures having an average variation of only 14 degrees the year 'round—that in a few words is the story of the *fine climate* in Palos Verdes, the New City.

These thirteen volumes contain six years' continuous record of weather conditions in Palos Verdes. There is no more need to guess at the facts about sunshine, rain, fog, wind and frost than there is to guess at the width of your lot.

The almost constant temperature of the Pacific Ocean places Palos Verdes beyond the influence of ordinary weather conditions. Summer days are delightful because cool breezes come from the ocean. In winter warm air currents are radiated over the land, while air velocities by actual measurement are 50 percent less than on the edges of the Los Angeles plain. These are *facts*, not mere guesses.

For six years, from June 1914 to June 1920, a meteorologist of national reputation carried on scientific observations in Palos Verdes. Here are some of the things he found:

Palos Verdes, by reason of the high backbone of hills and the barrier of Catalina Island, is practically immune from gales and high winds. On the ocean front the wind velocities are so low that motor boat or seaplane landings can be made 355 days out of 365. Such conditions insure an almost ideal climate.

Sunshine is practically constant, there being an average, during the observation period, of less than 8 days per year on which the sun did not shine. Records show that in a single year Palos Verdes averaged 20% more days of continuous sunshine than inland cities.

There is less fog at Palos Verdes than inland. A typical year shows Palos Verdes with only 16 foggy days as against 31 foggy days twenty miles inland. During this same year there were only 2 days in which frost was recorded as against 37 at inland stations.

The delightful climatic conditions in Palos Verdes are summed up with this statement issued by the expert weather observer: *"In comparison with other districts this region may be said to be beyond the reach of ordinary weather influences, such as heated or cooled land areas in the vicinity."*

Of all California's residential triumphs, Palos Verdes alone enjoys the distinction of superior climate, and the advantage of being designed—parkways, golf course, winding avenues, business plazas and individual homesites—by America's foremost landscape architects. Call at the general offices, 5th floor Lane Mortgage Building, 8th and Spring Streets and learn about the splendid opportunities for profits and spacious living now afforded in this New City. Telephone 822-481.

Large Homesites, with All Improvements, Only $3600

Before you buy anywhere investigate Palos Verdes. More than one million dollars were spent for improvements in 1923. This year's program calls for an expenditure of one million, two hundred and fifty thousand dollars for additional improvements. Where in all California can you find development proceedings on such a scale?

Visit Palos Verdes and study its remarkable opportunities for yourself. Only then will you fully understand how big it is and why two thousand men and women have already invested there.

Right now large home estates may be had for as little as $3600. A reasonable payment down, with the balance spread over three years, gives you possession.

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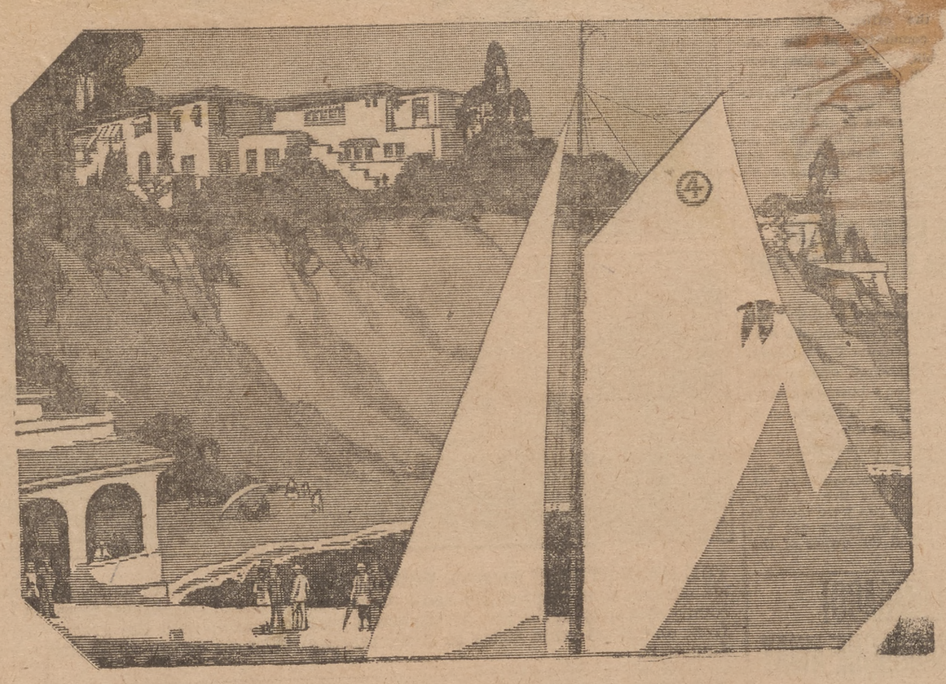

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.A. Ill News Jan 23

Ad. No. 206

"TO A CERTAIN FATHER IN LOS ANGELES"

Page.

L.A.Examiner	Jan 27
L.A.Times	Jan 27

BETTER BUILT HOMES - Not Merely

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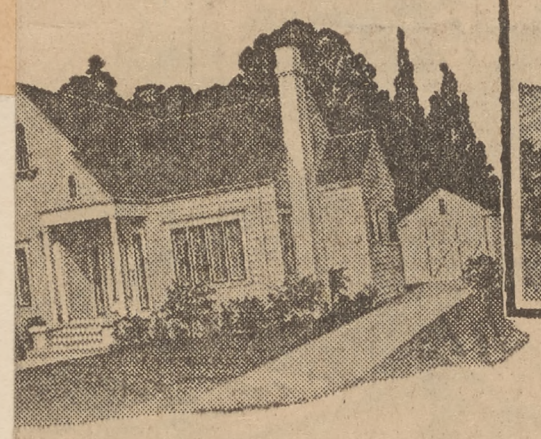

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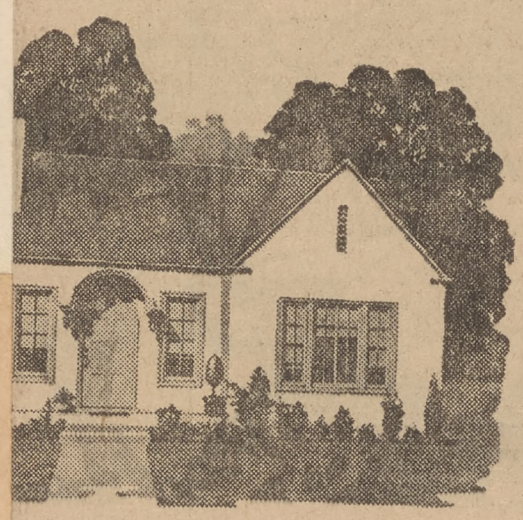

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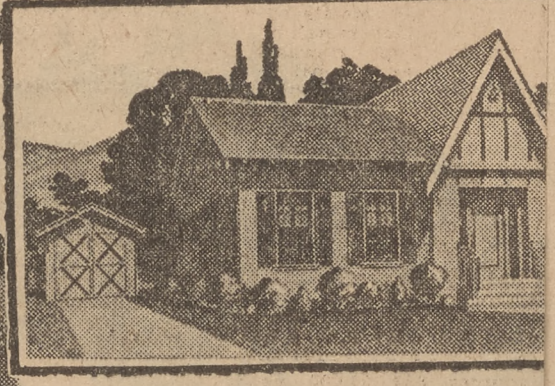

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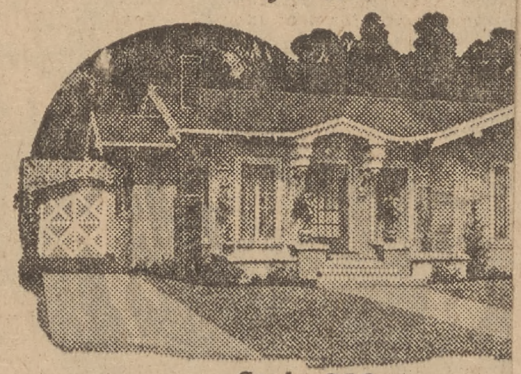

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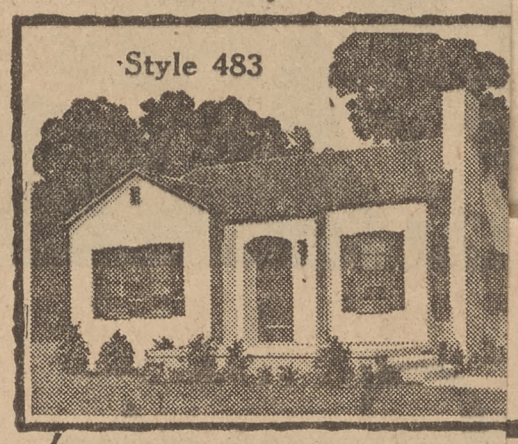

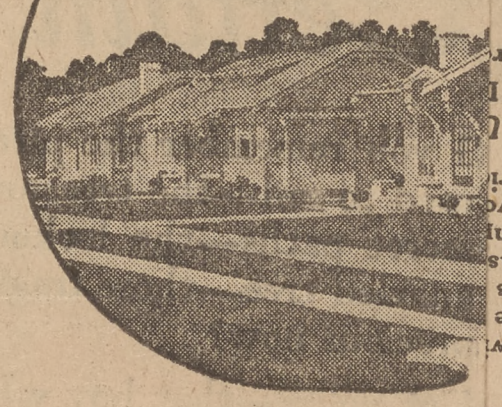

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LA Examiner
2/15/24

LA Times
2/13/24

LA Examiner
2/14/24

Daily News
2/15/24

LA Herald
2/24/24

VISITORS

Here's the Trip for Today

Spend the day in Palos Verdes, the New City where millions are being expended. You'll enjoy the splendid ocean view and miles of new scenic roads. See the plaza sites, golf course and clubhouse. Light luncheon at Lunada Bay Plaza. Drive to Redondo, thence west to end of Esplanade, follow New Boulevard to Palos Verdes. Or take Redondo trains, Hill-Streete Station. Get off end of line. Before you leave Los Angeles phone 82281 and special free car will meet you at Redondo. No obligation. Offices Fifth Floor Lane Mortgage Bldg., Eighth and Spring streets.

61 HELP WANTED—MALE

SALESMEN

CAN YOU SELL IT TO YOUR FRIENDS?

I'm a salesman. Pretty thoroughly seasoned. But only in the last few months have I joined on with a proposition that made me want to sell even my friends.

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There's a chance for four or five men—not "has-beens" or "hope-to-be's" to get on here. I'm making about $1000 a month and I'm going to make more. My tip to you if you qualify, mind you, is to catch on while the shingle is out.

Send your letters to me, Box E-47156, EXAMINER OFFICE. Tell enough to prove that you are a salesman.

DO YOU WANT EMPLOYMENT?

One of the largest and most successful sales organizations in the west is ready to train ten men to sell. Some experience in sales work would be helpful, but is not necessary. Requirements are: Character, intelligence, willingness to learn and work hard. Majority of men on our staff had no sales experience when they started. In addition to sales class, experienced men help and coach beginners. This is an unusual opportunity for ten men to get sales training FREE and join an organization now producing millions of dollars worth of business. Tell all about yourself in your letter. Address Z, box 97, TIMES OFFICE.

SALESMEN—
Three Topnotchers Wanted.

Answer Only If You Qualify.
If you have a record of success in selling and know how to handle big unit sales, perhaps you are one of the three men whom we want. The men we seek must have experience, absolutely clean records and be willing to work. Advertiser is a sales organization producing business right now in the millions. Salesmen are making money. Continuous, big advertising. Leads furnished. Ample inside support. Real estate experience helpful but not necessary. Sell yourself in your first letter. BOX E-47884 EXAMINER OFFICE.

NEW COMERS
HAVE YOU MADE THIS TRIP?

If you have not visited the New City of Palos Verdes you have missed one of the best trips in Southern California. This New City is being designed by the same famous landscape architects who laid out Central Park, New York, the Vanderbilt Estate, the San Diego Exposition, etc. Spend tomorrow in Palos Verdes. Wonderful new scenic boulevard. Drive to Redondo, thence west to end of Esplanade, follow New Boulevard to Palos Verdes. Or, take Redondo trains, Hill Street Station. Get off end of line. Before you leave Los Angeles telephone 822-481 and special free car will meet you at Redondo. No obligation. Offices 5th Floor Lane Mortgage Bldg., 8th and Spring streets.—Adv.

From Painting by J. D. Johnson.

To a Certain Father in Los Angeles

DO you remember the pirate ships you used to sail—the treasure lands—the secret paths—the lookout in the old gnarled tree—those fragrant boyhood dreams so precious now?

Is that lad of yours—that boy who bears your name—to have such dreams? Does he know the joy of a cave, with deep and winding passages? Has he camped on an Indian trail, with signs 'o redskins all about, and dined sumptuously on delicious black-burned "taters" hot from the ashes? Or, are his memories to be cluttered with emotional sex movies, concrete backyards, lawns not made for summersaults and streets that are danger lanes of traffic?

Would you trade *your* memories for his stone backyard where the only campfire is the belching rubbish incinerator?

Give your boy his dreams—his playright to the lands of adventure. Take him today, with the wife, and little "sister" too, to Palos Verdes and let him catch for an hour or two the joy that might be his. For in this New City every boy is King and his courtiers are the ships that sail by, the deep running canyons, the rolling hillsides, the open skies and long vistas of purple mountains. Here your boy—your girl—may have his playright and memories as golden as those you hold so precious.

Many things belong to the land of boyhood over which you may never again have proprietorship. But every man sooner or later realizes that unless the best values of life are to escape him utterly he must place between himself and the hurly-burly of these times a plot of ground, a garden wall and perhaps a tree or two.

In Palos Verdes—the New City—you and your family have opportunity for free and spacious living, on a scale probably never before attempted in this country and at a cost far under what you may expect. Many home-estates, with the blue ocean before them—where your boy and girl may be King and Queen of a great domain—are priced at only $3600.

And, you may live here on your own home-estate for a reasonable payment down, with the balance conveniently spread over three years. Drive the family to Palos Verdes for all day. Picnic where you like. You'll find a hundred places where you would like to build your home.

Full information, booklets, etc., at General Offices, 5th Floor Lane Mortgage Building, Los Angeles, Telephone 822-481.

Large Homesites, with All Improvements, Only $3600

Before you buy anywhere investigate Palos Verdes. More than one million dollars were spent for improvements in 1923. This year's program calls for an expenditure of one million, two hundred and fifty thousand dollars for additional improvements. Where in all California can you find development proceedings on such a scale?

Visit Palos Verdes and study its remarkable opportunities for yourself. Only then will you fully understand how big it is and why two thousand men and women have already invested there.

Right now large home estates may be had for as little as $3600. A reasonable payment down, with the balance spread over three years, gives you possession.

10 Page Map *Free*

Mail coupon and we will send you the great 10 page five color map of Palos Verdes. It shows hundreds of facts you will want to know about this New City.

Best Road

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes.

PALOS VERDES
The New City

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.,
8TH AND SPRING STS.
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
219 E. Broadway

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1013W

Palos Verdes Estates,
Lane Mortgage Bldg.,
Los Angeles,

Send me a copy of the 10-page, five-color Palos Verdes map.

Name .....

Address .....

LA Times
2/7/24

LA Examiner
2/15/24

LA Times
2/13/24

LA Examiner
2/14/24

Daily News
2/15/24

LA Herald
2/26/24

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Picturesque Lunada Bay *Plaza*

AN old Spanish town, with arcaded walks, balconies and winding stairways, with color everywhere—walls in soft tones of tan, with pink and dull ivory for relief—tile roofs of warm browns and terra cotta—quaint lantern towers—such are the architect's plans for picturesque Lunada Bay Plaza. It will be a bit of Old Spain set down on the sheltered west coast of Palos Verdes!

Lunada Bay Plaza is the principal business center on the west coast slopes of Palos Verdes. It is one of the largest business sections in the New City and will serve a residential area almost three and one-half miles long, where thirty thousand people are expected to live within a few years.

The Plaza, with a fountain in the center, will be surrounded by an arcaded ground floor, which will make an attractive sheltered walk in front of the stores and shops, always protected from sun and rain. Only stores of the highest grade will be permitted to occupy space fronting the Plaza. Oil stations, garages, repair shops, etc., are required by the zoning regulations to occupy side streets. At the south end of the Plaza a fine theatre has been designed, and the street leading out from it has been arched over to tie the Plaza together with the well rounded-out architectural effect that adds so much to the old world cities, and which hitherto has been impossible in California because of lack of proper forethought and planning in advance.

The Plaza was purposely placed one short block away from the heavy traffic of the coast highway, Granvia La Costa, leading from Redondo through Palos Verdes and on to San Pedro. From the main highway, Via Mirola, one hundred feet wide and parked on both sides, leads through the Plaza to sparkling Lunada Bay.

The architecture of Lunada Bay Plaza has been established as Mediterranean type, with the idea that this is more comparable and appropriate to the warm climate of Southern California than any other old world style. Buildings will be required to be not less than two stories and not more than three in height, except that towers may go up to as high as one hundred and fifty feet. The architect has taken advantage of these tower possibilities and variations in roof line in splendid fashion.

The planning, at one time, of a harmonious and attractive group of business buildings, such as Lunada Bay Plaza, emphasizes again with what care and forethought this New City is being built. Here one may buy and live, with investments protected and enhanced by wise restrictions and improvements designed by America's foremost architects.

PALOS VERDES

The New City

GENERAL SALES OFFICE: 5TH FLOOR LANE MORTGAGE BLDG., *EIGHTH* AND SPRING STS.
HENRY CLARKE, *Director of Sales*

BANK OF AMERICA, *Trustee*

How Big is Your Front Yard?

A HUNDRED miles of cliffs and surf—a mountain range lofting a mile high into the clouds—twenty cities with their gleaming lights—will your front yard hold all these?

If your heart rebels at a tiny patch of lawn, a confining curb and an obtrusive roof across the way you will find in Palos Verdes Estates the one place in all the world for your home.

In this new city that is rising by the sea, your front yard is limited only by your vision and your capacity for enjoyment of the ever-new picture that is set before you.

The splendid terraces, mounting from the sea, compose home-estates whose boundaries you may fling a hundred miles with an outward glance—where you may own a line of silver surf, a dozen snow-capped peaks or a town or two as your fancy dictates. The deed to the home-estate you choose conveys the right to possess and enjoy forever things that money alone can never buy.

"How big is your front yard?" Answer that question when you visit Palos Verdes Estates today and measure its infinite possibilities for bringing more out of life to you and your family than just living.

VISIT PALOS VERDES ESTATES AS OUR GUEST

If you have not had the opportunity of seeing Palos Verdes Estates, telephone our representative whose name appears below. He will be glad to make arrangements to take you to the property at your convenience. You are invited to make this trip as our guest for we want you to have first-hand knowledge of this extraordinary development.

A visit to the Estates will be full of interest. You will ride for miles over new scenic boulevards; you will see the $60,000 golf course now being completed; the picturesque clubhouse; the plaza sites; the whole tremendous activity of a New City in the making.

You will find, also, refreshing variety in Palos Verdes homesites. No two are alike. There is no dull uniformity of size or view—and *more than 400 lots are priced under $4000.* A deferred payment plan makes it possible to reserve property with a very moderate payment down.

Come to Palos Verdes Estates as our guest. You need feel no obligation.

If you would like to know more about Palos Verdes Estates, just write your name and address in the corner of this advertisement and mail it to us. We will send you a beautiful, illustrated booklet that tells the whole interesting story.

FREE MAP OF PALOS VERDES. A copy of the great 5 color, ten page map of Palos Verdes will be mailed *free* upon request. Fill out the coupon and mail today. BEST ROAD TO PALOS VERDES. Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes.

PALOS VERDES
The New City

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HENRY CLARKE, *Director of Sales* BANK OF AMERICA, *Trustee*

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
219 E. Broadway

PALOS VERDES ESTATES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012 W

PALOS VERDES ESTATES
Lane Mortgage Bldg., Los Angeles
Send me your 5-color, ten page map of Palos Verdes Estates.

*Name*_____

*Address*_____

Phone 629-70

Ad. 189-A

W BIG IS YOUR FRONT YARD"

4 x 15

A. Ill News Jan 30

Ad No 205 A

"Picturesque Luanda Bay Plaza"

Sing ——— Page

Calif Southland February

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Perin, place the Serendi-
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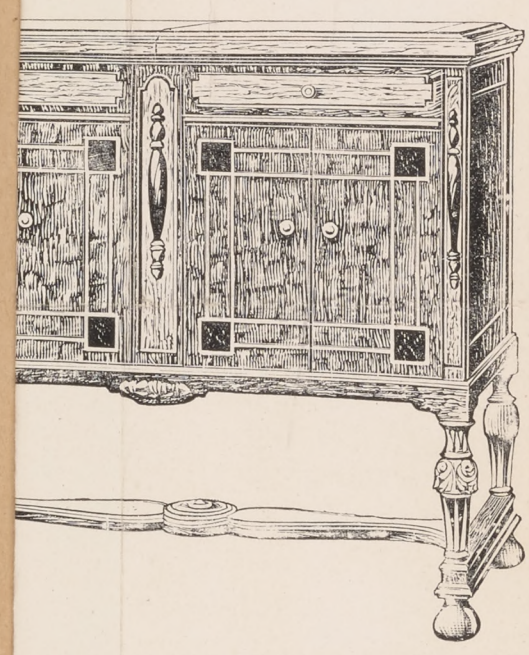
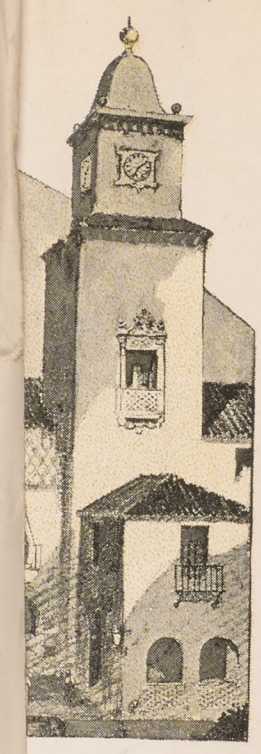
Serendipity Antique Shop
BRADFORD PERIN, *Proprietor*
obles Avenue Pasadena, California
Fair Oaks 7111



l 405, $250—Electric $290
Genuine Victor Victrola

Rust MUSIC CO.
424
EAST COLORADO ST.
PASADENA
Victrolas and Pianos



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Phone 629-70

Ad. 189-A

W BIG IS YOUR FRONT YARD"

4 x 15

A. Ill News Jan 30

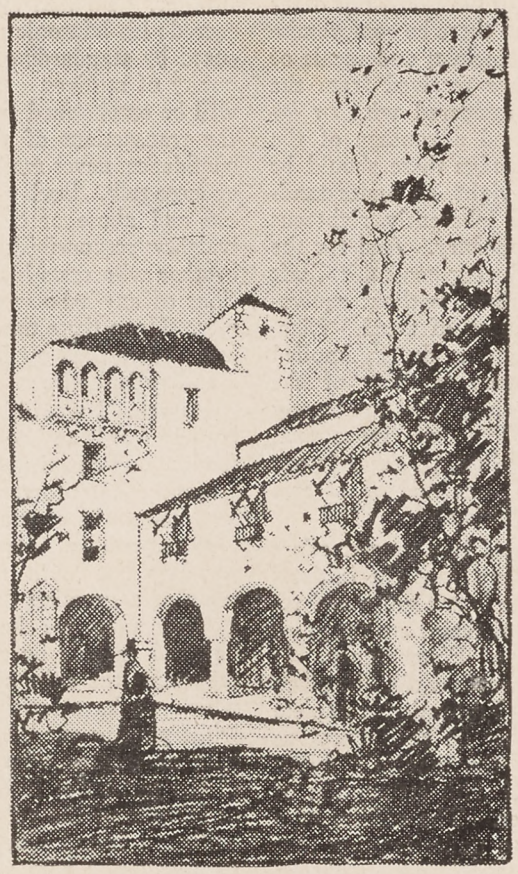
Ad. No. 113.

"PALOS VERDES ESTATES"

Page

Euclidean January

PALOS VERDES ESTATES



A PICTURESQUE CORNER OF LUNADA BAY PLAZA--PALOS VERDES

A corner of the Plaza will be occupied by shops. A balcony overlooks this interesting little corner. Here one may sit on sunny afternoons hidden from the street and watch its shoppers. Note how the irregular grouping of the windows has given charm to the wall spaces. This corner is near the entrance of the Plaza close to the Granvia La Costa.

PALOS VERDES
The New City

General Sales Office, Lane Mortgage Building

Henry Clarke, Director of Sales

Bank of America, *Trustee*

Ad. No. 208.

PALOS VERDES THE NEW CITY"

Page

Euclidean February

Alexandria, Los Angeles' Noted H
Remodeled Along Ultra-M

Drawings showing lobby and dining room of the Alexandria Hotel as they look after remodeling.

With the general movement toward a higher standard of hotels in comfort and equipment the management of the Hotel Alexandria, Los Angeles, for the past few months has been quietly carrying on a remodelling and redecorating plan which will place it, it is asserted, on a par with some of the finest hotels in the country.

Much money has and will be expended to make the Alexandria ultra-modern in every respect from such items of utility as new bathrooms and fixtures to the finer luxuries of the decorator's art and ingenuity.

A corps of experienced men have been at work for several months refurnishing and redecorating the upper floors, recarpeting hallways and installing new lighting fixtures, while on the main floors artisans from the studios of John B. Holtzclaw have been busily transforming the lobby, Franco-Italian dining room and other public rooms.

Few hotels in the country possess a more ideal arrangement of rooms than the Alexandria, it is declared. They are far more spacious than in hotels of this modern age, which run to lower ceilings and restricted spaces.

Many of the suites on the upper floors done in old English, early Colonial French Renaissance and late Italian motifs have remained for years a standard for interior decorators to emulate.

The new lobby, done in the Italian style, will present a magnificent color-filled ceiling, the staff work on which is over eighteen inches deep.

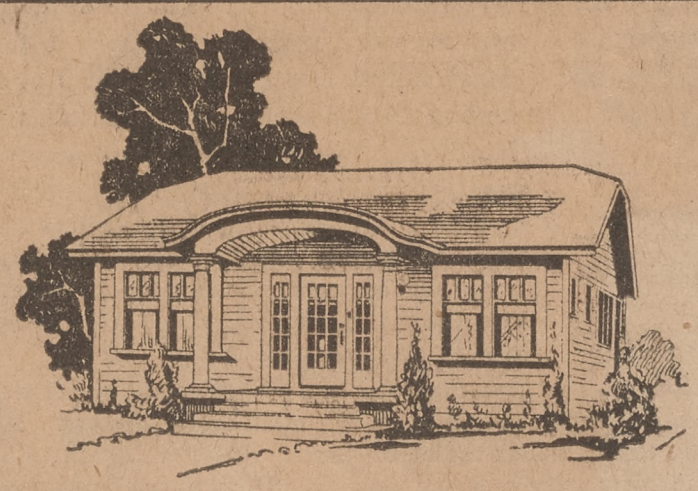
The ceiling colors have been brought downward by Mr. Holtzclaw in such a manner as to blend with an exquisite, hand-wrought iron and richly carved wood semi-private enclosure for ladies who will there feel that they are secluded from the gaze of lobby loungers and the public generally.

To further carry out this scheme new furniture and handsome draperies and tapestry have been added as a final luxurious touch.

The famous Franco-Italian dining room, with its beautiful crystal chandeliers, is being restored to its original beauty.

In commenting upon the changes at the Alexandria, A. Frank, vice president and general manager of the Ambassador Hotel Corporation, said:

"We feel that such an expenditure, although large, is well worth while in such a city as Los Angeles, where the Alexandria during its years of existence and service to a discriminating public, has made thousands of loyal friends."



This Modern Bungalow Only $1075

Our Style No. 315, as you see it pictured above, 26x28 feet.

This price includes all the material ready cut—rough and finish lumber, sash and doors, screens, hardware, paint, stain, cedar shingles, Schumacher Wall Board, and built-in features as shown on floor plan. No electrical or plumbing material or labor is included at the

Ad. No. 207

"TO A CERTAIN MOTHER IN LOS ANGELES"

Page

L.A. Examiner Feb. 3

L.A. Times Feb. 3

But upon no plea for harmony, nor other specious reasoning, can there be compromise with wrong. The principles and ideals of the Craft, the heritage received from the fathers, can not be tampered with or ignored for some fancied advantage of the moment. In every Lodge there should be a clear vision of the right, an understanding of that which is inherently righteous beyond question or sophistry. And for the things that are of enduring good this Craft of ours should stand firm, without equivocation or any reservation of mind. Likewise it is of our Masonic duties, implied or pronounced in every teaching of the brotherhood, that all things that are wrong should be opposed. We need more than ever before a fearless Masonry, and Masons who will combat evil, unafraid of adverse criticism or open opposition.

Third. There should be a greater effort put forth by the officers, that the initiates in our Lodges may the better grasp and retain and make a part of their lives the great principles and ideals of Freemasonry. It is requisite that each neophyte shall be given a conception of the Fraternity, complete and inspiring, and that he shall know as of solemn obligation the manifold duties he takes upon himself with assumption of the Masonic character. The officers of a Lodge should come to understanding that there is far more to the initiation of one into the "mysteries of Masonry" than the routine work of the degrees, the repetition of lectures and the teaching of catechetical formula. The informed Master, or other officer, will find a broad field of instruction, which, being entered upon, will be for his brother. To him all womanhood will be sacred; his Masonic manhood is to be measured by standards of highest chivalry and purity of motives. In this instruction also will be emphasized the necessity of keeping the transactions of the Lodge in strictest confidence, never made the subject of gossip or loose talk. Such a one will be taught the use and abuse of the black ball, and the weighty responsibility resting upon every brother who casts his ballot upon the petitions of any who would enter the Fraternity. Upon these things, their meaning and importance, it is my intention to enlarge in a future Bulletin.

Fourth. I would have Masons manifest, both in words and actions, a greater respect for law and constituted authority. The observance and enforcement of the law of the land should be of concern to every Mason. One can not consider the existing disregard for law but with apprehension and the sense of a growing danger. As citizens of a democracy we have adopted and acquiesced in rule by the majority; the law represents the rules of the game of life, by which we have tacitly agreed to be bound while playing our little parts therein. The man or woman who claims the privileges of the game, yet insists on playing outside or in spite of the rules, can be regarded as neither a friend worthy of confidence nor an antagonist who will go on fairly and decently with the game. "The surest test of citizenship," says a recent writer, "is the attitude of men toward laws they may personally dislike." To the Mason at heart all law will command obedience. This whether it be the prohibition law, the traf-

Ad. No. 208.
"PALOS VERDES THE NEW CITY"
Page
Euclidean February

General Sales Office, Lane Mortgage Building
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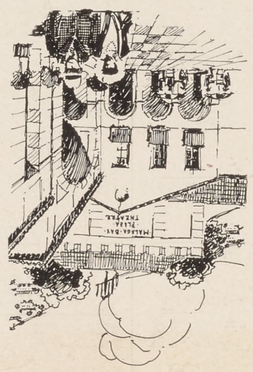
Entrance and Arcade of the Malaga Cove Theatre, to be erected at the northeast corner of Malaga Cove Plaza, Palos Verdes---the New City.



PALOS VERDES ESTATES

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"PALOS VERDES ESTATES"
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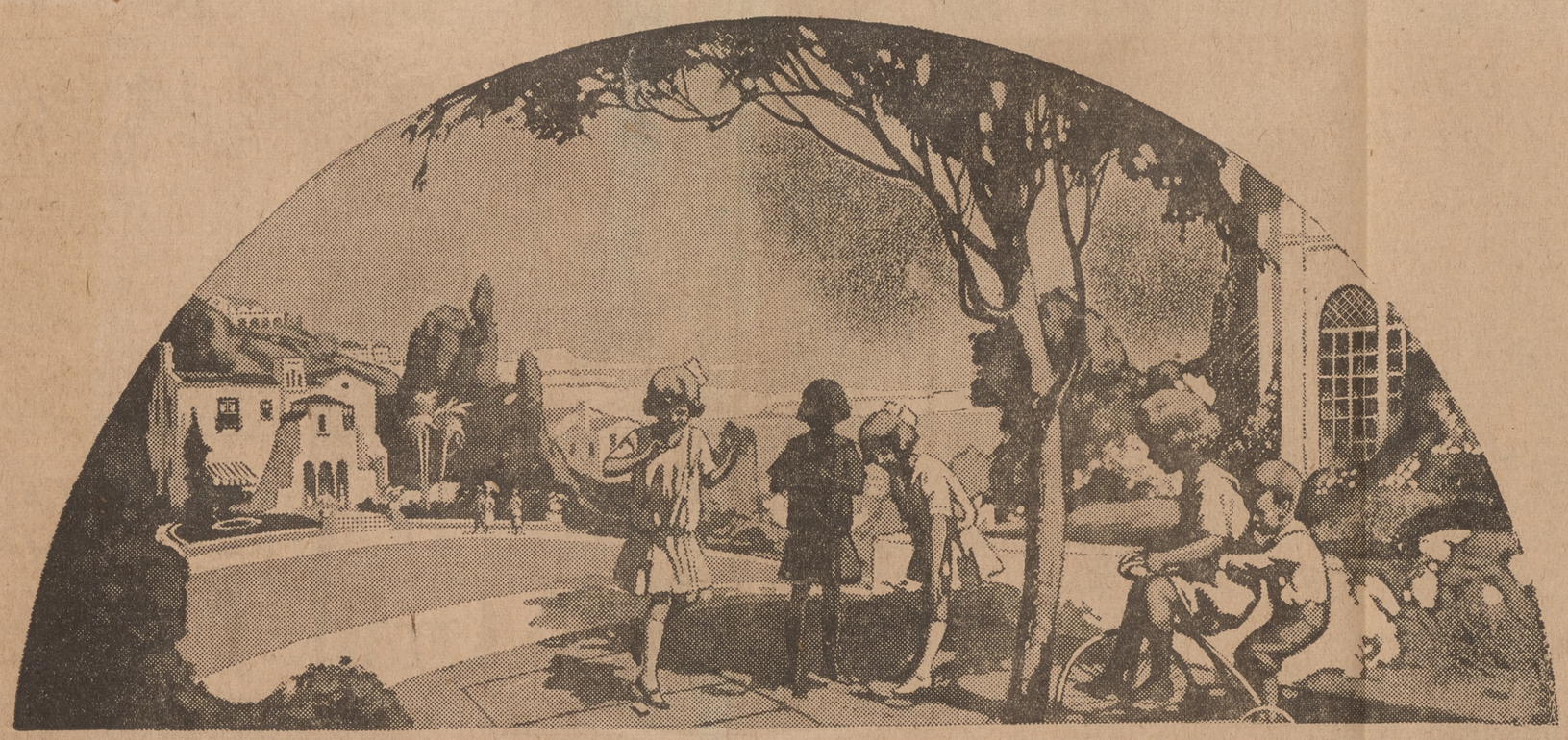

To a Certain Mother in Los Angeles

WOULDN'T you like to live where your little girl may skate along the sidewalk, safely ride her bicycle or play a game of old fashioned "hop-scotch"; where blue skies and grassy hillsides form her playroom walls, and where ocean air, warm sunshine and vigorous outdoor play, *safe from traffic*, guide every childish thought into its happy natural channel?

Only a few minutes from your husband's office, and automobile choked streets, you will find the New City of Palos Verdes building—the City that hundreds of mothers have chosen as the ideal place for their children. Why is it?

There is health in Palos Verdes. The ocean air and almost continuous sunshine, with less fog and wind than inland, make Palos Verdes a great outdoor playground. It is cooler in summer and warmer in winter than inland cities. Six years' scientific investigation has proved that Palos Verdes has a better climate. You may see the records.

You will have good neighbors in Palos Verdes for this City appeals particularly to those with culture and refinement. You will have good schools, clubs and churches. You will find freedom from anxiety over the safety of your children and they will find a wonderland to play in. Such things make for happiness.

Entrance Malaga Cove Theatre. An intimate little theatre, of Italian design, which undoubtedly will be the scene of many women's club activities. Seating capacity eight hundred. Interior to be decorated with tapestries. *Architects—Webber, Stauton and Spaulding.*

There is beauty in Palos Verdes. The splendid terraces, with the blue ocean before them, are being improved by the master landscape architects of the United States. In Palos Verdes wise protective restrictions ensure that every parkway, winding avenue, business plaza and homesite will be constructed along ordered lines of beauty. Shops and factories will never encroach upon your home. Here you may build for permanency—ample financial resources ensure the highest type of improvements. A permanent Art Jury reviews every building plan for Palos Verdes. Artistic design and fitness for surroundings, not construction cost, count most. Isn't it worth something to have your children grow up where ideals of beauty are foremost?

After all, the best that you can wish for your children is that they have health, happiness and beauty of mind and character. Have you ever before thought that these are the impulses guiding those who are creating the New City of Palos Verdes? To make a place where there is health, happiness and beauty, and where one may live in spacious freedom, yet with every advantage, is the Palos Verdes purpose. Don't you think that you should know more about it and how you can have a homesite there for a very small payment down? Telephone 822-481, or drive to the New City today. General offices, 5th floor Lane Mortgage Building, Los Angeles.

BIG HOME-ESTATES, WHERE CHILDREN CAN PLAY, ONLY $3600

Whatever the size of your purse you will find a home-estate to fit it in Palos Verdes. You may have a big lot, 50 x 150 feet, for as little as $3600. Make a reasonable payment down and then take three years to clear up the balance. Gas, electricity, telephones—every modern convenience—are now available or under construction in Palos Verdes.

Drive to Palos Verdes today and see the great development. More than one million dollars has already been expended and the 1924 program calls for a million and a quarter additional for improvements.

If you like, telephone 822-481 and one of our representatives will be glad to take you to the New City. You will not be importuned to buy. As our guest you will be shown every courtesy.

10 Page Map *Free*

Mail coupon and we will send you the great 10 page five color Map of Palos Verdes. It shows hundreds of facts you will want to know about the New City.

Best Road

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes.

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Office near entrance
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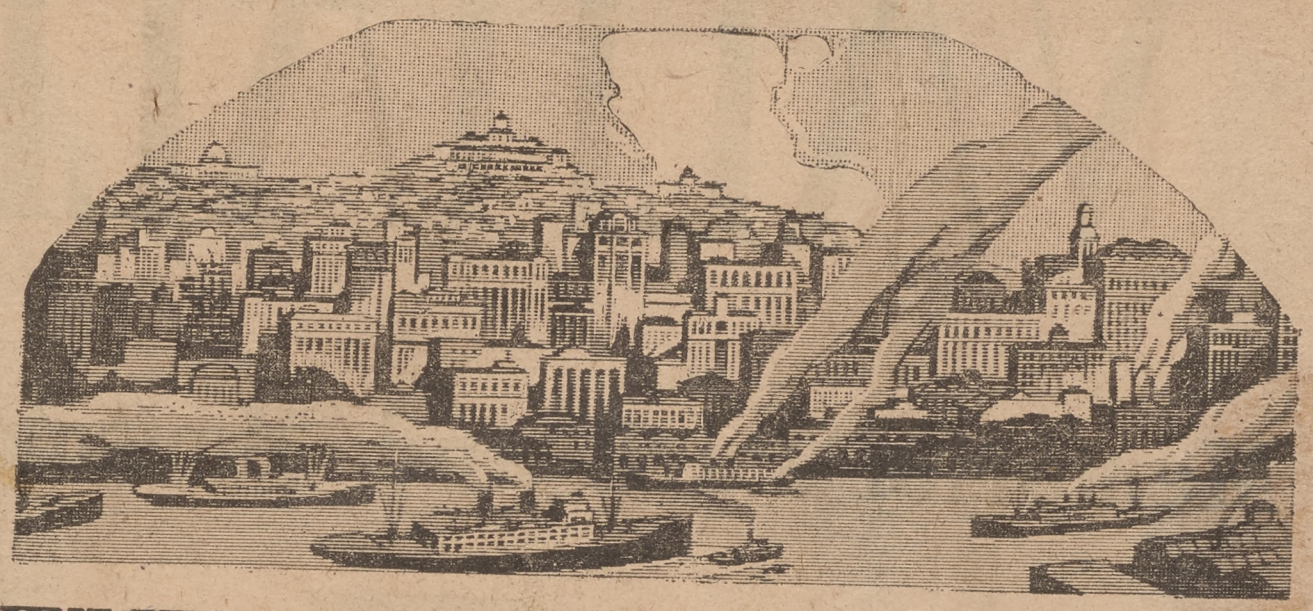
Ad. 193-B

"WHERE WOULD YOU REBUI
LOS ANGELES"

4 x 15

L.A. Ill News Feb. 6



WHERE WOULD YOU *REBUILD* LOS ANGELES?

WOULD you, like Colonel Felipe de Neve, who set the first stakes for Los Angeles, casually build the city "200 varas from the dam" because there shallower irrigation ditches would suffice? Or would you with today's vision build it by the Pacific, whose waters give access to two-thirds of the world's population?

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Where would *you* rebuild Los Angeles? By the harbor, of course. You would spread its industry and manufacturing over the flat, low lands (now rapidly filling up) and you would put up its fine residences, schools, churches and universities on the terraces that lift up from the ocean—*the terraces of Palos Verdes Estates.* Thousands of men and women have studied this matter and have concluded that Palos Verdes—the new City by the Sea—is to provide for the Port of Los Angeles its great residential area where opportunity for spacious living and security from industrial intrusion are certain.

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Moderate Prices Still Prevail in New City

Although millions of dollars worth of Palos Verdes property has been passed to new owners, there are still business and home-sites at moderate prices. A number of splendid lots, with exceptional ocean views, are priced under $4000; large estates are available for as low as $25,000. Reasonable cash payment will reserve this property.

Drive to Palos Verdes Estates today via Redondo and the Esplanade and see for yourself the great development that is going on. And, before prices mount higher, select your property. This is your great opportunity to reap profits from a New City.

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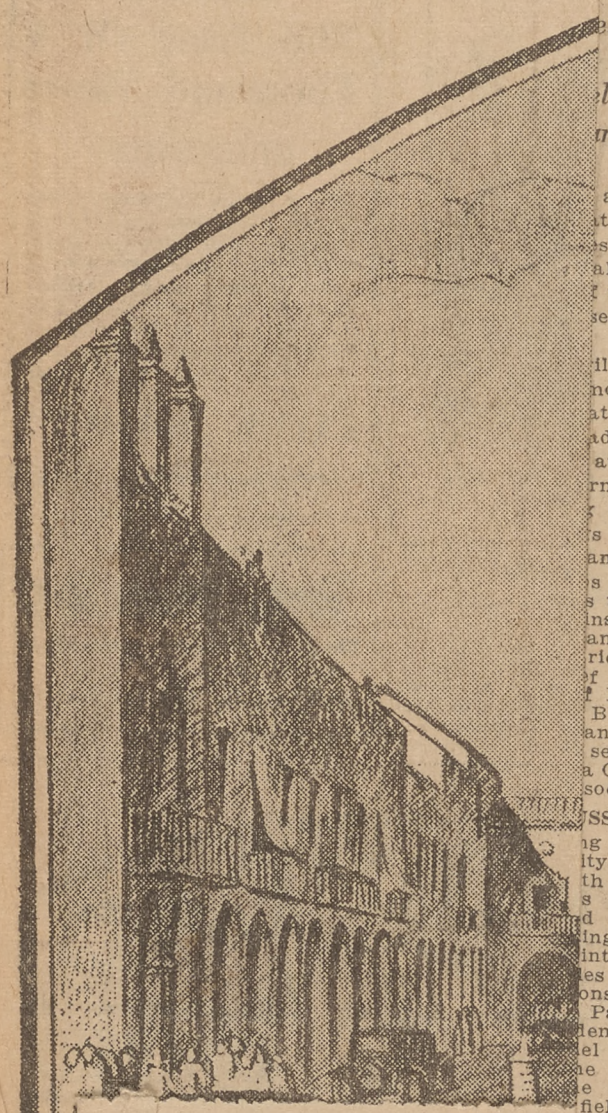

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Leaders of In

Charles H. Bryan is president of the Common Brick Manufacturers' Assoc
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George S. Summerell is secretary-manager of the California Common

BRAZIL RICH LAND OF MINERAL RESOURCES

Country Has Never Been Thoroughly Prospected and Much of Interior Unexplored

BY KARL W. MILLER

[STAFF CORRESPONDENT THE DETROIT NEWS.]

RIO DE JANEIRO, Jan. 26.—The outstanding thing about the mineral resources of Brazil is the fact that so little is known about them. The average foreigner arriving here for the first time is surprised to find that the country possesses such a thing as mineral wealth. The average American, if he has had occasion to prod his memory for a reaction on the subject of South American minerals, thinks not of Brazil, but of the west coast, where, he remembers, there is copper in Peru, and tin in Bolivia and copper and saltpeter in Chile.. He may think of Brazil in connection with diamonds, but it is ten chances to one he will not connect it with gold, though Brazil was the principal gold producer of the world in the seventeenth and eighteenth centuries. He will be a rare exception if he knows that Brazil possesses any of the less precious but more useful metals.

The west coast is known in the popular mind to be mineralized because Prescott advertised it as such in his "Conquest of Peru," while Brazil is known to be nothing but the land of coffee, because it is advertised as such by its attempts at valorization.

Ignorance of Brazilian resources on the part of foreigners is not surprising, for Brazil itself really knows little or nothing about its own resources except, in a general way, that they must be large. It is a large country, and it has never been prospected thoroughly. It is probably one of the world's largest, if not the largest, mineralized areas that never has been thoroughly investigated by the prospector. Periodically an explorer comes back to Rio de Janeiro from the wilds and makes an announcement. Thus one of them arrives from the State of Rio Grande do Norte, to the north of the Amazon, and says that manganese, bauxite and gold are to be found there. Another, a mining engineer, returns from the northeastern States and announces the presence of copper in vast quantities, gold, wolframite, iron ore—unblemished by any phosphorous content—and coal. An explorer from Parahyba announces platinum.

NOTHING IS DONE

Sometimes, if the public is in the right state of receptiveness, these announcements are received with great enthusiasm. Sometimes they are treated like the announcements of those other explorers who, every so often, descend from the head waters of the Amazon and confess they have discovered a new tribe of Indians, usually of light color, with strange marriage customs and gold rings in their noses. In either case it is seldom that anything is done about it. Brazil is too large and example. Brazil is an old country and the bulk of its land in accessible districts is, though entirely undeveloed, in the hands not of the government but of private owners, whose families have held it for generations. Formerly it was forbiden to prospect for minerals on privately-owned land, prohibition fatal to the development of mining industry. The present law is not much better, for though it permits a prospector to establish a claim on another's land, the owner must be notified and given a year in which to locate on the claim, for he has a prior right to the minerals the prospector has found. If the owner files on the claim he is obliged to work it, but if he fails to do so it merely reverts back to its original status as a piece of his land.

Another handicap imposed by private land ownership is the fact that land owners, if they believe a prospective purchaser to be interested in minerals, have an exaggerated idea of the value of their property and hold it at a ridiculous price. This is not always true, for in the diamond district it is possible to buy for from $10,000 to $50,000 promising but unproven diamond deposits, which, if shown by expensive drilling operations to be volcanic deposits, would be valued in the millions rather than thousands. The trouble in the diamond district is lack of venturesome capital.

A final handicap is lack of transportation, for though Brazil has over 20,000 miles of railway, most of it is in the more densely populated south-central part of the country. Many of the mineralized and suspected mineralized districts are in isolated and inaccessible regions. It is entirely probable that with the opening up of increased areas of the backwoods to agriculture there will continue to be new discoveries.

And this in a country where

Ad. No. 209

"ALMONTE PLAZA"

Page.

.A.Examiner Feb. 10

.A. Times Feb. 10

Ad. 193-B

"WHERE WOULD YOU REBUI
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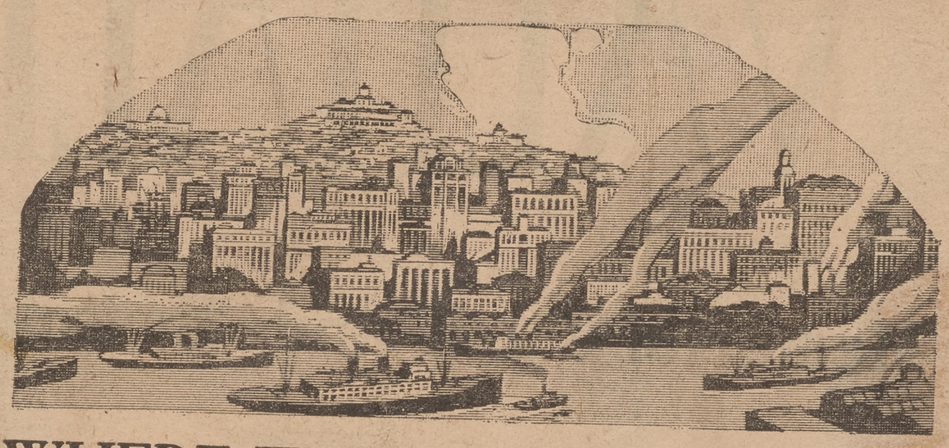
L.A. Ill News Feb. 6



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Moderate Prices Still Prevail in New City

Although millions of dollars worth of Palos Verdes property has been passed to new owners, there are still business and home-sites at moderate prices. A number of splendid lots, with exceptional ocean views, are priced under $4000; large estates are available for as low as $25,000. Reasonable cash payment will reserve this property.

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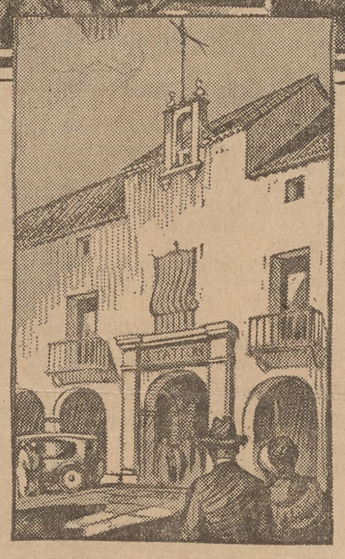


Through this passage-way one may leave the Plaza shops for bus lines and other transportation facilities. No trains or heavy traffic will be permitted in the Plaza itself. Note the bell tower.

A shop corner on the main street. From the interesting iron balcony above, one may watch the life of the Plaza.

Valmonte Plaza

THIRD SPLENDID BUSINESS CENTER OF THE NEW CITY

CROWNING the ridge of the first mesa of Palos Verdes, and about a hundred feet above the commoner plain of the metropolitan area of Los Angeles, lies the Valmonte Plaza—the third business center of the New City.

Its glory is the far-flung vista across the plain of Los Angeles to the Sierra Madre Mountains, while gently sloping to the east away from it lies the view of Long Beach and the Harbor, and to the west, the new Palos Verdes golf course, Malaga Cove and the beach at Redondo. Just below it in the foreground are Lomita, Torrance and Wilmington.

The architecture of this Plaza, which will be arcaded on all four sides, recalls attractively the fine old hill towns of Spain and Italy, yet with that subtler modification found in many cities of Mexico and South America where the golden age of Spanish architecture flowers so marvelously.

Facing the arcaded sides of the Plaza, will be the fine shops of a residential neighborhood where homes are already being planned to go up in considerable numbers. Garages, oil filling stations and less desirable buildings will be held to the side streets. In the center of the Plaza will be ample parking space for those who come here to shop and a site for a fine fountain or other central motif.

The graceful campanile, or tower, at the east end with its wide-flung arch across the street, emphasizes the most beautiful vista of the Harbor and Long Beach which was carefully preserved when the general plan was drawn. It is in matters such as this forethought and planning ahead that make Palos Verdes distinctive among all cities in America.

Valmonte will be the better class restricted and protected neighborhood for the great industrial and oil districts lying far below it on the plain about Lomita, Torrance and Harbor City. Already many business men, executives, and better paid employees from these towns have acquired homesites up on this first mesa of Palos Verdes which is forever restricted against oil drilling, industries, or any undesirable thing.

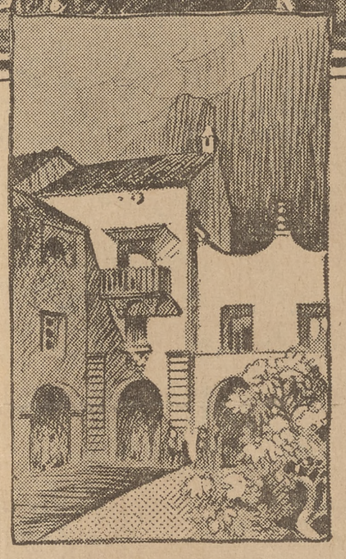
Naturally such a high class neighborhood requires a convenient business center and as shown here the architects have designed this center to be most beautiful as well as utilitarian. It is expected that the first group of store buildings will be started within the next three months.

Architects: Marston, Van Pelt and Maybury. General plan by Olmsted Brothers, Landscape Architects and Chas H. Cheney, Consultant in City Planning.

VALMONTE DISTRICT LOTS $4000

Adjoining the plaza are a few blocks open to apartments, flats and house courts but so arranged as not in any way to make undesirable the fine single home neighborhood of Valmonte district. A number of these lots, ranging in frontage from 60 feet upward, are priced at $4000 and up. Investigate these properties today.

FREE MAP OF PALOS VERDES. A copy of the great 5-color, ten page map of Palos Verdes will be mailed *free* upon request. Fill out the coupon and mail today. BEST ROAD TO PALOS VERDES: Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. Don't let fog stop you—10 to 1 it's sunny at Palos Verdes.



A stairway (under the arcade) leads to a studio on the second floor. Note the projecting hood over the doorway, and the corbeling supporting the balcony—all typical of Mexican influence on Spanish architecture.

The main street leading out of the Plaza goes through this arch. Through this gateway there will be a splendid view of the Harbor and Long Beach.

PALOS VERDES

The New City

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Feb 10
Valmonte Plaza

Ad. 198-B

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L.A. Ill News Feb. 13

L.A. Ill News Feb. 15

free map of PALOS VERDES the NEW CITY

FIVE COLORS 10 PAGES

Fill out the coupon at the bottom of this advertisement and we will send you **free** a big map of Palos Verdes, the New City which is now building.

These maps, printed in five colors, have ten pages each two feet wide and three feet long. They cost us several dollars apiece to print but we are glad to give them **free**, while the limited supply remains, to those who request them on the coupon below.

The map shows the streets, boulevards, parks, schools and playground reservations, fifty fine photographs of homes suitable for Palos Verdes, and hundreds of other interesting facts about this new residential city.

Send the coupon below. Map will be sent to you free of charge.

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LA Times 2/8/24

NEWCOMERS
HAVE YOU MADE THIS TRIP?

If you have not visited the new City of Palos Verdes you have missed one of the best trips in Southern California. This new city is being designed by the same famous landscape architects who laid out Central Park, New York, the Vanderbilt Estate, the San Diego Exposition, etc. Spend tomorrow in Palos Verdes. Wonderful new scenic boulevards. Drive to Redondo, thence west to end of Esplanade, follow new boulevard to Palos Verdes. Or, take Redondo trains, Hill-street Station. Get off end of line. Before you leave L. A. telephone 822481 and special free car will meet you at Redondo. No obligation. Offices 5th floor Lane Mortgage Bldg., 8th and Spring streets.—[Advertisement.

LA Times 2/13/24

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LOS ANGELES EXAMINER.... A PAPER

PLAN 4000 READY-CUT H

Large blue-print machine operated by the Pacific Ready-Cut Homes, Inc.

Four thousand houses are scheduled to be cut out from raw lumber in Los Angeles this year and shipped by the Pacific Ready-Cut Homes, Inc., to their respective building sites, not only throughout Southern California, but to distant States and to foreign countries as well.

During last year this growing organization actually cut and shipped to individual owners 3280 houses, some of which went to England, Hawaiian Islands, Alaska and Japan, in addition to those shipped to Eastern States.

These houses are delivered to their new owners all complete as far as the prepared material is concerned, and ready to be assembled, just as automobiles are shipped from their factories and assembled in distant places.

At the present time, the factory force of the Pacific Ready-Cut Homes, Inc., is sending a large two-story building to Japan, being the largest type of this class of structures prepared by this firm.

At the head of this big Los Angeles industry is W. P. Butte, one of the two originators of this firm and who is credited with its remarkable success.

It has been Mr. Butte's constant effort to reduce production costs so that these homes might be bought and delivered to their new owners at a much less cost than they can be built by individual contractors.

In line with this desire, he has developed a large number of labor-saving innovations, reducing the handing of the lumber to a minimum and by the use of machinery increasing the output without additional costs.

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Tells Importance of Hardware

BY T. F. STUART

IN explaining the hardware situation as it is today and has been in the majority of cases, for the past fifteen years, let me say that the usual custom is for an owner to bring a set of plans depicting the outlay of the building to his favorite hardware dealer for an estimate on the finishing hardware necessary to complete the building.

The hardware merchant has trained men to go over a section of the proper material with the owner and to offer suggestions, which, if followed, would be proper for this certain class of architecture.

But the owner will look through the specifications, and, seeing an allowance set aside for hardware, will simply say to the merchant, "Give me something to come within my allowance."

The merchant then is often forced to use material far too cheap for the particular place to which it is to be applied.

We often have people drop into our store who have built several times before and who invariably say, "Please give me something in hardware for my kitchen that will not rust. The last hardware I bought wasn't any good; it didn't last six months."

This is due, as stated above, to the merchant being forced to resort to any means to cut the price to suit an allowance.

The writer would suggest, as a means to overcome this fault, that the prospective owner select a hardware firm that someone can recommend, and then rely on what that certain merchant tells him relative to quality and price on the grade hardware to use.

If an owner could realize the important part hardware plays in a building it is certain that more care would be exerted in making a proper selection.

As an example, everything that moves and is a part of the building depends on the hardware.

There is nothing more decorative and more beautiful than hardware to carry out the different periods; whether it is Colonial, Spanish, Moorish or Italian.

For every school of architecture there is a corresponding school in hardware to thoroughly harmonize with it.

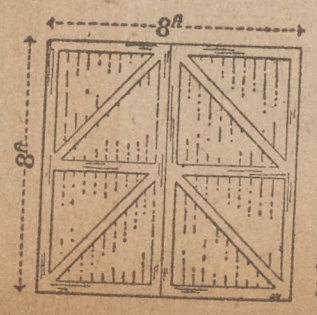
The proper way to figure an allowance for hardware to be used in a residence is to take 2 per cent to 3 per cent of the estimated cost of the building.

This will cover ordinary hardware of good grade, such as you will find in any hardware stock.

On large residences running into construction cost of $50,000 or more it is often necessary to use gold and silver plated hardware which would figure from 3 per cent to 5 per cent of the estimated cost of the building.

The hardware manufacturers are trying to educate the buying public to use good hardware.

Garage Doors, $12 Pr.



8x8 foot Garage Doors in pairs, all made up ready to hang. You can take them with you if you like.

Colonial Doors, 2.0x6.8 to 2.8x6.8, $2.50 ea.; C. C. Doors, 60c; Ironing Boards, $5.50; Medicine Cabinets, $5.00; Breakfast Nooks, $10.50.

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Ad. No. 212

"PALOS VERDES - THE CITY WITH MILLIONS"

Page.

L.A.Examiner Feb. 17

L.A.Times Feb. 17

Ad. 198-B

"FREE MAP OF PALOS VERDES

~~4~~ x 15

L.A. Ill News Feb. 13

L.A. Ill News Feb. 15

free map of PALOS VERDES the NEW CITY

FIVE COLORS 10 PAGES

Fill out the coupon at the bottom of this advertisement and we will send you **free** a big map of Palos Verdes, the New City which is now building.

These maps, printed in five colors, have ten pages each two feet wide and three feet long. They cost us several dollars apiece to print but we are glad to give them **free**, while the limited supply remains, to those who request them on the coupon below.

The map shows the streets, boulevards, parks, schools and playground reservations, fifty fine photographs of homes suitable for Palos Verdes, and hundreds of other interesting facts about this new residential city.

Send the coupon below. Map will be sent to you free of charge.

PALOS VERDES
The New City

Palos Verdes Estates,
506 Lane Mortgage Bldg.,
8th and Spring Streets, Los Angeles, Calif.

Please send me the Five-Color map of the New City—Palos Verdes.

Name _____

Address _____

LA Times
2/8/24

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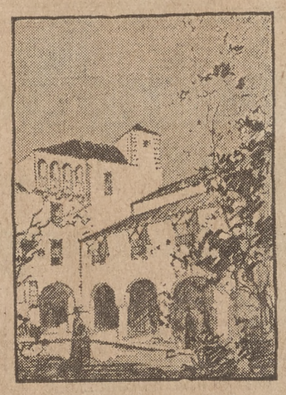
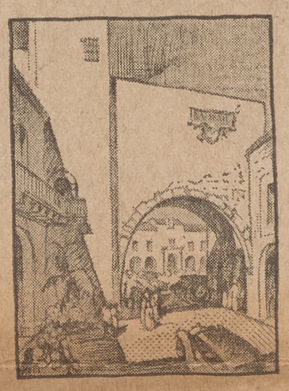


A shop corner in the Lunada Bay Plaza.

Theater and arcaded entrance planned for Malaga Cove Plaza.



Great arch and tower to be at entrance of Valmonte Plaza.

Blasting for new ocean boulevard in Palos Verdes. This single blast cost $25,000.

THERE are millions of dollars behind the New City! Everyone should know the facts, for Palos Verdes is one of the big financial institutions of the West.

Palos Verdes is building upon its own property. The 4229 underwriters of the New City hold through their Trustee, the Bank of America, title in fee, without incumbrance, to three thousand two hundred acres of splendid seashore land. It is an asset conservatively valued at $17,500,000.

1924 Improvements $1,250,000.00

Palos Verdes does not have to borrow money with which to make improvements. The money for improvements is being supplied by the *owners*, the 4229 underwriters. These owners are making millions of dollars available for improvements. Development is independent of sales. More than one million dollars was expended for improvements in 1923. This year's budget calls for one million and a quarter dollars expenditure.

Sixty Miles of Water Main

In keeping with its large resources Palos Verdes development is proceeding on a large scale. Twenty miles of boulevards and avenues have been constructed. A high-pressure water system with ten miles of fourteen-inch mains and a fifty-mile distributive system of six and eight-inch mains is being installed.

Golf Club Building Begins Next Month

An eighteen hole, championship-length golf course has been laid out and is now being seeded. Construction of the golf club building to cost approximately $40,000 begins next month. The value of the completed course, including land and buildings, is conservatively placed at four hundred and fifty thousands dollars. This course is open to every resident and owner of Palos Verdes property.

Three Business Plazas

Plans for three splendid business plazas to be located in Malaga Cove, the Lunada Bay and the Valmonte districts are completed. Construction of buildings in these plazas will be under the direction of noted architects.

Fifty Engineers Employed

A resident staff of fifty engineers and landscape architects, headed by Olmsted Brothers, and an Art Jury, directed by Myron Hunt, D. A. Allison and Robert Farquhar, noted architects of Los Angeles, are engaged in carrying forward the Palos Verdes development plan which is acknowledged to excel anything in America. Protective restrictions and zoning permanently insure residential values.

Palos Verdes has its own quarry for road material. It has its own nursery where hundreds of thousands of ornamental trees and shrubs are growing. Gas and electricity are on the property. Telephone service is assured.

Two Thousand Five Hundred Own Homesites

Do you know of any place in America where a residential city of such splendid proportions and conceptions is being created? Do you know of any development where such ample capital is available, and where more than two thousand five hundred men and women have already selected sites for their permanent homes?

Do you wonder, in view of these facts, why investments in Palos Verdes by underwriters and purchasers of home and business sites reach the huge total of $8,950,000.

Answer this Question

Ask yourself, with these facts before you, if you can afford *not* to have a homesite in Palos Verdes. Are you going to let this great improvement program go on and then, when prices are higher, wake up to your opportunity?

Remember, Palos Verdes—the New City—has millions behind it. It is building for permanency. Improvement programs do not depend on funds derived from sales. A million and a quarter dollars go into improvements this year. Two thousand five hundred have chosen homesites. Can you afford to wait longer?

How to Go

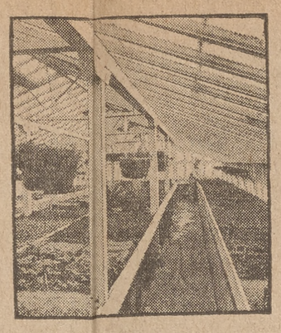
BEST ROAD TO PALOS VERDES: Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. Don't let fog stop you—10 to 1 it's sunny at Palos Verdes.

FREE MAP OF PALOS VERDES. A copy of the great 5-color, ten page map of Palos Verdes will be mailed *free* upon request. Fill out the coupon and mail today.

Golf course now being seeded, construction of club building begins next month.

Corner of the engineering department. Resident staff of fifty employed.

Four-inch stream, thrown sixty feet in air by gravity pressure Palos Verdes water system.



Glass house at Nursery. Palos Verdes is growing its own trees and shrubs.

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Send me a copy of the 10-page, five-color Palos Verdes map.

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Ad. 192-A

"NOT MERELY TO INVEST--"

4 x 15

L.A. Ill News Feb. 20

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The New City

Has Millions Behind It

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Palos Verdes is building upon its own property. The 4229 underwriters of the New City hold, through their Trustee, the Bank of America, title in fee, without incumbrance, to 3200 acres of splendid seashore land. It is an asset conservatively valued at $17,500,000.

1924 Improvements $1,250,000.00

The **owners**, the 4229 underwriters, are making millions of dollars available for improvements, **which are independent of sales.** More than one million dollars was expended last year and this year's budget calls for one and one quarter million dollars for improvements.

Twenty miles of boulevards and avenues have been constructed. A high-pressure water system with ten miles of fourteen-inch mains and a fifty-mile distributive system of six and eight-inch mains is being installed.

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LOS ANGELES EXAMINER----A PAPE

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MUCH enthusiasm is being manifested over the exhibition of architectural subjects now shown at the Museum of History, Science and Art, Exposition Park, under the auspices of the Southern California Chapter of the American Institute of Architects.

Since the opening day the exhibition has continued to draw interested visitors from many other cities as well as from Los Angeles, and one finds here groups of students, architects, home owners and prospective builders, all intent upon the study, comparison and criticism of the designs hung for their inspection.

This goes to show that an increasing amount of thought and consideration is being given in the West to better architectural design not only for public buildings and the more pretentious dwellings, but also for small homes, for which there is such tremendous demand in Los Angeles at the present time. Anticipating the particular appeal of the small house, much space is given to this subject.

A new and most attractive form of presentation has been used for this exhibit, each photograph being printed on specially selected paper and mounted with buff mats and redwood frames.

The plans accompany the views of the houses and in every case the size and names of the various rooms are clearly designated, affording definite data for those contemplating building. Each subject has been given a number, referring to the catalogue, which gives the names and addresses of the architects, the approximate cost of the houses and other interesting data. Catalogues may be procured from the custodian at the museum.

Members of the Southern California Chapter of the American Institute of Architects have contributed generously to the exhibit. Combined with this collection of our prominent local architects are interesting contributions from the

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In addit houses, t of similar ings and of buildi artists of lightful d tion, in t tery, tyles These all and variet tribute to

At the tion here, tion will nual trav shown in Lake City den, Utah, March 19 April 3; S Santa Ba land Ore., June 2-21; July 19.

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will be constructed on vacant ground adjoining the present hospital. When it is finished, the present structure will be torn down and a new unit will replace it.

Already more than $250,000 has been subscribed on certificates of interest—unsecured notes—by members of the Lutheran Church in California. Through a bond issue, $750,000 will be raised.

Calling for a total lease rental of $1,183,000, Mattie E. Fisher has granted to Adolph Uhl a 99-year lease on her property at 819 South Flower street. The site is being acquired by Uhl as a site for a future, limit-height, "Class A," structure to represent an investment of $1,000,000.

The property fronts on Flower street, a distance of 50 feet, with a depth of 155 feet.

According to the terms of the lease, Uhl pays a bonus of $25,000 and a rental of $750 a month for the first ten years, and $1000 a month for the remaining 89 years of the term.

Final negotiations have just been completed by Thomas D. Barnett for securing a 99-year lease on the northwest corner of Sunset boulevard and Cahuenga avenue from M. C. Mason.

The total rental for the term of years amounts to $888,600. At present the corner is improved with a two-story brick store and hotel structure. At a cost of approximately $50,000, Barnett stated yesterday, an additional store will be added to the building immediately.

The property is 71 by 115 feet. Mr. Barnett, who is a vice president of Albert Cohen Company, Inc., also holds a ten-year lease on the southwest corner of Hollywood boulevard and Cahuenga avenue.

Another definite step in the chain of events, which are leading up to the erection of a new $2,000,000 Orpheum Theater and office building on the present Mission Theater site, has been taken by the organization of the Broadway Properties Corporation, capitalized at $2,500,000.

The new company is a holding corporation formed exclusively for the purpose of financing and erecting the proposed structure. The board of directors includes Irving H. Hellman, Joe Toplitzky, D. A. Hamburger, I. Eisner, Dave Antik, M. Caulfield, Mary Flanigan, I. A. Gewertz, Frank M. Gunter, Louis M. Lissner, Doris Lincoln, H. A. McMillan, A. J. Roth, Dave Trattner and William Weisman.

According to the announcement made in The Examiner several weeks ago, the new structure will be twelve-stories and basement in height, fronting on Broadway a distance of 120 feet, with a depth of 163.61 feet to a paved alley.

At a total lease rental of $400,000, Roy C. and Alice Cummings have secured from the Eastern Realty and Investment Company a ten-year lease on a new four-story, 160 room hotel building to be erected at 729-731 South Union avenue.

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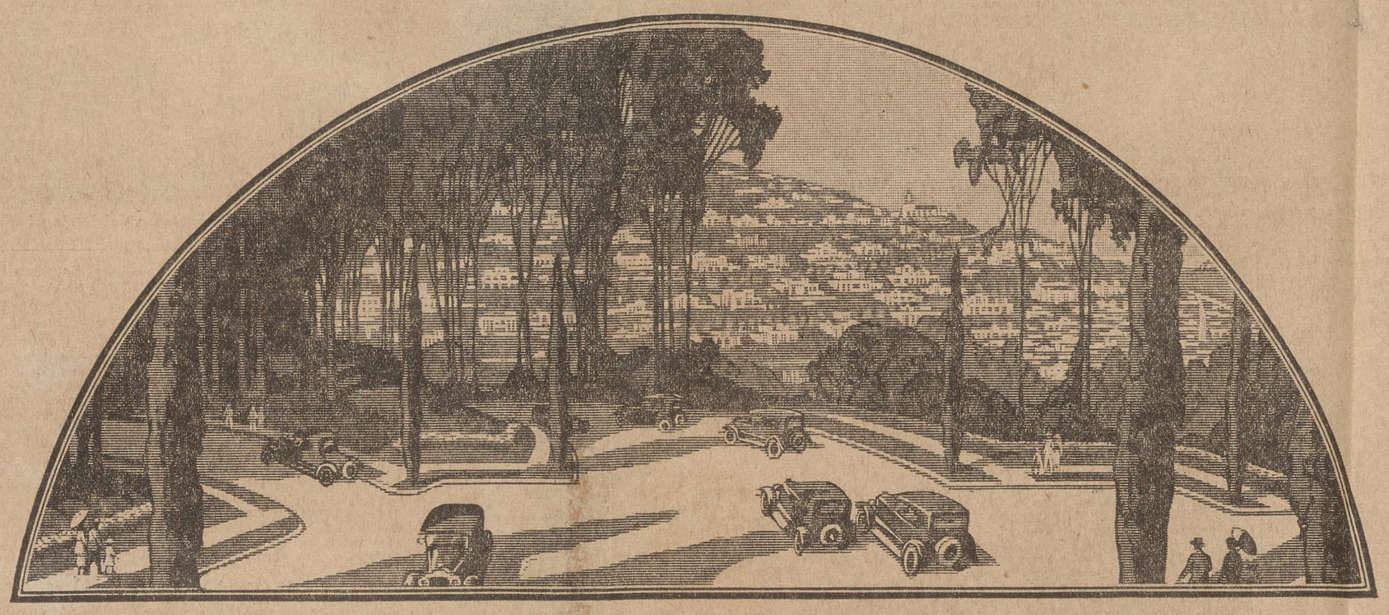

$1,250,000.00

For Improvements in 1924

READ THAT LINE AGAIN—One and One Quarter Million Dollars for improvements in Palos Verdes, the New City, this year!

What does it mean to you, Investor, Homeseeker, New-Comer?

It means the opportunity to secure property in Palos Verdes while *original prices* still prevail and before increases in value accruing from these improvements move prices upward.

Remember that last year more than One Million Dollars was spent for improvements. Go to Palos Verdes today and see what a transformation this great sum of money has made.

And then consider what another ONE AND ONE QUARTER MILLION DOLLARS on top of last year's million will do!

Engineers Working on Palos Verdes Improvement Plans. A resident staff of more than fifty engineers, architects and landscape architects, under the direction of the famous Olmsted Brothers, are supervising development work in the New City.

This year's expenditure means miles of new streets, the planting of hundreds of thousands of shrubs and trees in parks and parkways, the erection of a beautiful golf club, open to every Palos Verdes resident, the construction of buildings in the three splendid business plazas, the further extension of all utilities—gas, electricity, high pressure water mains, etc.—and the opening and beautification of Granvia La Costa, the scenic ocean road. These things are only part of the great improvement program for 1924 which is now under way. Every dollar of this ONE AND ONE QUARTER MILLION is going to mean increased property values.

You know how home-building and the expenditure of big sums for improvements increases land values. You know how millions of dollars have been made right here by people who simply looked ahead a little. You can figure for yourself what another ONE AND ONE QUARTER MILLION DOLLARS is going to mean to the folks who get Palos Verdes home-estates at original prices.

Purchasers of homesites and underwriters have already invested approximately $8,950,000 in Palos Verdes. The majority of these people are planning to build homes here. Your good judgment will tell you that the place to invest is where Millions are going into improvements, and property is being bought for permanent homes.

Visit Palos Verdes today. Learn what the MILLION AND ONE QUARTER for 1924 improvements will do. Then decide for yourself.

Reasonable Payments Down — Homes Financed

ments down, the balance spread ov[illegible] years, in either monthly or quarterly payments. The newly organized Estates Mortgage and Bu[illegible]ompany is now ready to make loans.

Lots are large. You may have splen[illegible]cean-view property, 60 to 100 foot frontage, for prices that are far below what you may expect. [illegible]ery piece is permanently restricted. Every building erected is first approved by the Art Jury. You know in advance just what your neighborhood will be. There are places for modest homes at very reasonable prices or large estates also attractively priced.

COME TODAY.

10 Page Map *Free*
Mail coupon and we will [illegible] Verdes. It shows hundreds of facts you will want to know about this New City.

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Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes.

PALOS VERDES
The New City

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PALOS VERDES
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Malaga Cove District

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POMONA
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Palos Verdes Estates,
509 Lane Mortgage Bldg.,
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Send me a copy of the 10-page, five-color Palos Verdes map.

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Ad. 194-A

"PALOS VERDES THE NEW CITY"
$1,250,000 Improvements in 1924
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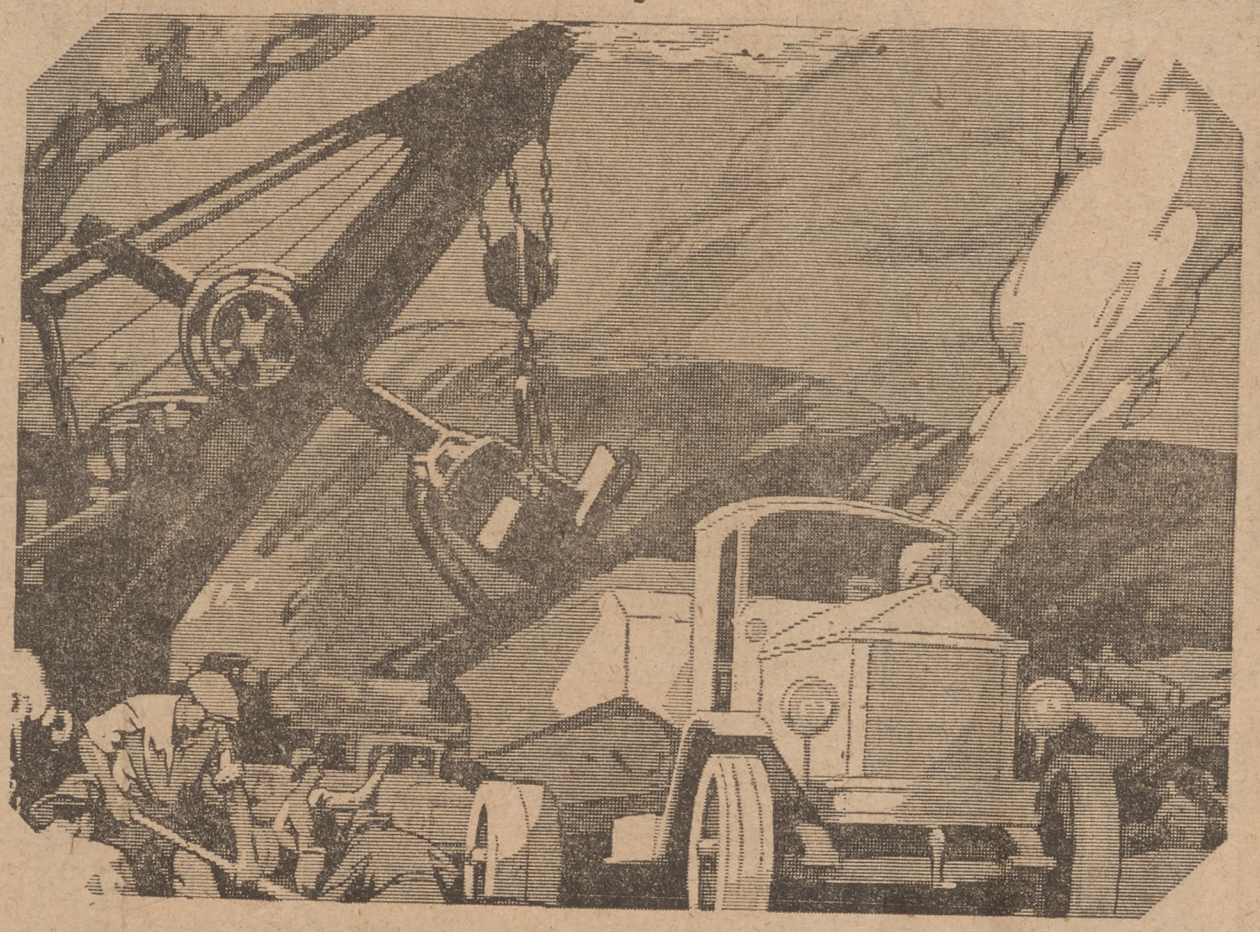
L.A. Ill News Feb. 2



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PALOS VERDES

The New City

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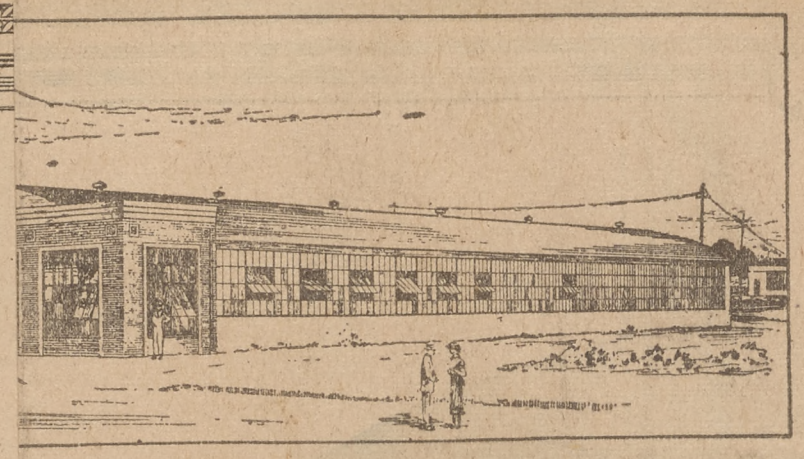
lstering Company Adds to Factory



Sketch of Proposed Structure

reeno upholstery interests of Cincinnati, was started this week by the ia, to be finished in thirty days. The new building will be 50x100 feet, se construction, and will be the first of a series of expansions contem- Company on their Sixty-first-street tract, with north frontage and spur- ilroads serving the Southwest.

M'FIE COMPANY TO BUILD PLANT

The W. T. McFie Company, jobbers of steel products, announce the purchase from the American Agricultural Chemical Company of a seven and a half-acre tract at the southwest corner of Alameda street and Slauson avenue, fronting on Slauson, on Alameda, on Wilmington street and adjoining on the south the Pacific Electric Railway's Huntington Park, Whittier branch line right of way at Dozier Station. In addition to the Pacific Electric, the property is also served by a spur across Slauson, bisecting it from the Santa Fe line running to Torrance, El Segundo and Los Angeles Harbor.

This property, located as it is in the county of Los Angeles, occupies one of the most strategic positions in the industrial section of Los Angeles, at the corner where the cities of Los Angeles, Vernon and Huntington Park come together, situated midway between the recent Goodyear development to the west and south, and the Central Manufacturing District on the east. This focal position as a distributing point was one of the chief considerations that led to its purchase by the McFie Company; for within a few months Alameda street where it enters the city of Vernon at Twenty-fifth street will be cut through to Slauson avenue, both on the Los Angeles side and the Vernon side, thus connecting with the Alameda Harbor Truck Boulevard at the McFie corner. Within the past month the county authorities have announced the opening of the Alameda Harbor Truck Boulevard into the Wilmington district of the harbor, and the city of Long Beach now proposes to extend Pacific avenue to tap Alameda at Dominguez Junction, thus affording complete and easy access to the McFie trucks to and from the harbor district and the new Long Beach steel and industrial section.

PIONEER CONCERN

The W. T. McFie Company was established twenty-nine years ago in October, 1895, at 135 East Second street by W. T. McFie, who died in this city in 1905. The McFie Company was the first oil-well supply company on the Pacific Coast. In 1902 it moved to 213 North Los Angeles street and began the distribution of steel products. Today this company distributes steel products, including steel bars, both hot and cold rolled, angles, channels, beams, bands, plates, sheets, bolts, rivets, screws, washers, chain, etc., and its customers include the railroads, oil companies, cement mills, sugar factories, machine and structural shops and all industries requiring steel in Southern California.

During the last ten years Los Angeles as a jobbing center has undergone a metamorphosis, with her rapid increase in population, and the rise of local industries, stimulated principally by the oil, building, automotive and agricultural activity, all of which require steel products. The Los Angeles market is beginning to reach a point where it can support a house specializing in the distribution of steel products alone, just as in the Boston, New York, Philadelphia or Chicago markets, steel merchants who handle only steel products can better serve the industrial public, so locally, the house specializing in this line can give more efficient service and quicker deliveries and shipments with a smaller range of items and a correspondingly larger and heavier stock in these items, than a house covering the entire gamut of the hardware or supply field with a great multitude of items and necessarily only average stocks in each line.

GAS STATISTICS FOR CITY GIVEN

That Los Angeles is growing at such a rapid pace that it is necessary to extend its industries in a manner that was never dreamed of a few years ago, is the fact brought out in the 1924 statistics of gas service just compiled by the research department of the Los Angeles Gas and Electric Corporation.

There are those who believe that in a mild climate like that of Southern California that the consumption of gas must be low but this, according to the latest compilation of figures, is not the case. The consumption of gas is particularly high. As compared with the output for 1909, 2,705,473,000 cubic feet, the output for the year just ended 1923, was 13,664,436,000 cubic feet.

This stupendous output established a mark for the gas industry in Los Angeles, so staggering that it puts into the discard any of the previous marks established in the earlier years of the industry.

NEAR HEAD OF LIST

Compared with the output of gas for other large cities in the United States Los Angeles holds a place near the head of the list. In fact, practically every home in Los Angeles is equipped to use gas and there is more gas used here by far than solid fuel because of the fact that the climate is mild and the gas can be shut off at once.

Investments for the plant of the Los Angeles Gas and Electric Corporation have more than doubled in the past three years. During this period the corporation's bonds outstanding in the hands of the public have increased $26,601,500, or 63 per cent of the expenditures for additions and betterments.

This year the Old Guard banquet, where the many employees who have served the corporation for ten years or more are to be banqueted, will be a memorable affair. The business has grown stupendously. The industry has now become of such importance that millions of dollars are involved in the transactions planned. Further extensions are to be made.

The map of the extensions already completed shows the ramifications of the pipe lines and the extensions of the wires and conduits of the large corporation. However, in spite of the high cost of living the price of gas and electricity has shown a steady drop and the decrease has been marked to such an extent that Los Angeles now has heaper gas than almost any other city in the United States.

STORED AT NIGHT

Immense gas containers holding 10,000,000 cubic feet of stored gas are being installed in the outlying districts. There is to be no such thing as a shortage of gas during the winter, according to company officials. These holders make it possible to give an even pressure to districts many miles from the plant. This gas is stored at night while the city sleeps and when needed for breakfast or dinner there is an adequate supply.

Records for the consumption of gas have been smashed during the past twelve months by the Los Angeles Gas and Electric Corporation. Compilation of figures just completed shows that an increase 8.77 per cent over the preceding years was established in 1923.

ELECTRIC FIGURES

Los Angeles was growing in 1909, but the figures for that year were 2,705,473,000 cubic feet. Then in 1920 they jumped to 8,054,799,000 cubic feet, an increase of 35.42 per cent over the preceding year. The figures for the electrical department are even more staggering. In 1909 Los Angeles used 15,787,830,000 K.W.H., an increase of 12.86 per cent over the preceding year; but in 1923 this city's

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Ad. No. 215

"HEAD AND SHOULDERS ABOVE ANYONE"

PAGE

L.A.Examiner March 2
L.A.Times March 2

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Ad. No. 215-A

"HEAD AND SHOULDERS ABOVE ANYONE"

4 x 15

L.A. Ill News March 6

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F., 2260 E. Vernon Ave.
Factories: Phone Humbolt 7894

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Ad. 194-A

"PALOS VERDES THE NEW CITY"

$1750.00 Improvements in 1924

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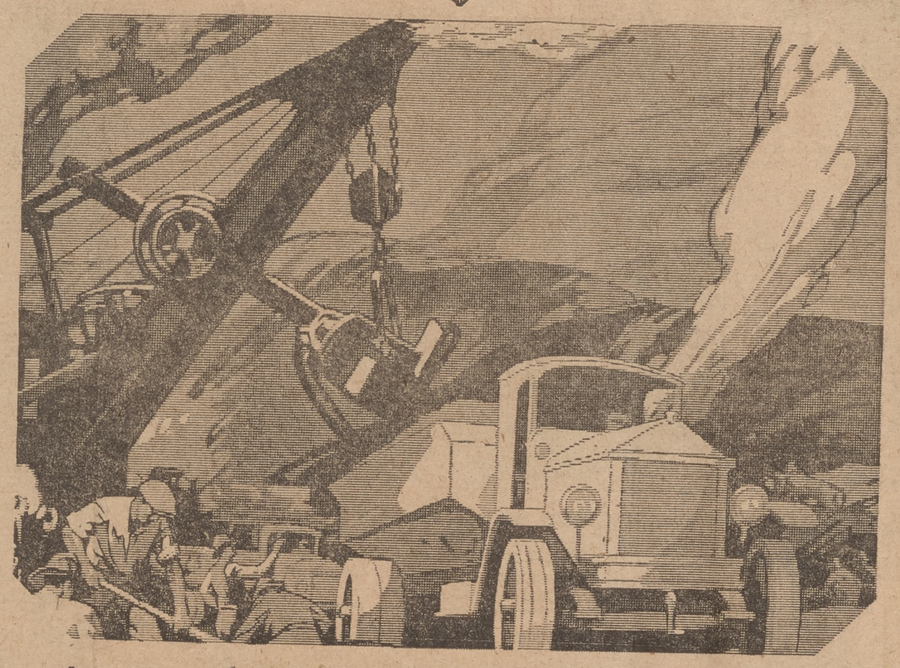
L.A. Ill News Feb. 2



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SHINGLES are everlasting. Colored by Nature with unfading

"Head and Shoulders Above any other great residential community"

—Fredeck Law Olmsted

OLMSTED BROTHERS
AMERICA'S FOREMOST
LANDSCAPE ENGINEERS

Frederick Law Olmsted

Olmsted Brothers, of Brookline Massachusetts, who for more than two years have been engaged in the development of Palos Verdes, have been continuously leaders in their profession of landscape Architects and Engineers ever since designing Central Park, New York, seventy years ago.

They have been responsible designers or consultants for the following important works:

Cities—Plans and Street Layouts
District of Columbia Rochester
Pittsburgh Newport Springfield

Residential Communities
Forest Hills, New York
Roland Park, Baltimore
St Francis Woods, S. F. Palos Verdes

Expositions
Chicago World's Fair San Diego
Seattle Exposition Portland, Ore.

Parks
Chicago Newark, N. J. Brooklyn
Boston Rochester Denver
Atlanta Baltimore New Orleans
Seattle Spokane Etc.

Universities
Stanford John Hopkins Harvard
Yale Louisiana Chicago

Dear Mr. Clarke:

WHEN you ask me to compare Palos Verdes with other notable residential communities, my reply cannot be a mere laudatory write-up from the salesman's point of view.

I will not dodge the fact that I have laid out residential communities (such as Forest Hills, New York)* where the initial improvements have been much more costly per acre and, therefore, more complete than is practicable at Palos Verdes. There are others, such as at Mountain Lake, Florida,** limited to people of large means, with lots upwards of two acres in which a spacious effect of "estates" is more consistently attained.

But it is equally a fact that *Palos Verdes stands head and shoulders above any other great residential community* in these respects:

1. It has a more complete, systematic and liberal provision from the start for parks, playgrounds, school sites and parkways than any other, including its entire wonderful ocean shore of 4½ miles in length on the present tract.

2. The topography, in combination with the street layout, gives an extraordinary opportunity for *permanently* unobstructed ocean views, even from relatively small lots, over the slopes below.

3. The administrative and legal machinery for assuring that public and private improvements and their maintenance shall always be good of their kind, harmonious in character, and up to the standard which the people of the community really want, is better than has ever been set up elsewhere.

4. The self-contained situation of the tract, on its island of hills next the ocean, safe from encroachment by any possible developments of an adverse sort surrounding it, in combination with the above facts gives an assurance of *stability* and *permanence* to the character of the community such as no residential area near a metropolitan center has had since the rapid flux and shift and uncertainty of modern urban developments set in.

Very truly yours,

Frederick Law Olmsted

February 19, 1924
Mr. Henry Clarke, *Director of Sales*
Palos Verdes, the New City
Lane Mortgage Bldg., Los Angeles, Cal.

Editor's Note:

*Compared to Palos Verdes, Forest Hills, New York, is small, the area being only 600 acres. The Palos Verdes area now being developed contains 3200 acres.

**Total expenditures for improvements on residential portion of Mountain Lake, Florida, were far less than Palos Verdes will spend for improvements in 1924 alone.

VISIT THE NEW CITY

You have read what the leading landscape architects of America think of Palos Verdes. Now visit the New City itself for yourself. Big home estates, ten minutes from [illegible] and sold on convenient terms. [illegible] Company is ready to finance homebuilders.

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ENS DEVELOPING INTO BIG INDUSTRY HERE

has provided nearly 1500 new homes with Hipolite screens.

ople Short eir Own Homes

he thrifty. In fact, to buy on the nstallment plan was not considered uite respectable.

"Today it is nothing unusual for en of large means to buy on pay- ents.

"The speculative builder who ac- epts second mortgages, generally perating on limited capital, must acrifice his second mortgage notes e able to continue in business.

"His loss in financing must be ade up by a correspondingly high er cent in the profits of construc- on.

"This makes the building cost nnecessarily high or, as frequently appens, the construction of the uilding is skimped.

"In a suburban town a group of aterial men and builders seeking e reason for inactivity in home uilding found that many non- sidents had purchased building ts expecting to build homes.

"Many of these lots had been paid r in full. The owners were can- assed and the reason discovered r not building.

"In nearly every case it was found at the owners were deterred from uilding because of the lack of ady cash.

"Many stated that after figuring r several years they had aban- oned all hope for the present and dmitted that they had invested eir cash in an automobile, but ated that before doing so they had arnestly endeavored to secure a me.

"Many had planned to make up e deficiency by procuring a sec- d mortgage, but had found the tes exorbitant and the business in e hands of undesirables that they andoned the project.

"The financing of the second ortgage is the most important of e methods by which the building small homes may be stimulated.

"Let me bring out this thought, at even though a first mortgage ay be obtained for a very large rcentage of the cost of a home, y 75 or 80 per cent—which is metimes possible to obtain from private lender—it is economical finance with a first mortgage for or 60 per cent at a low rate of terest and having a long term of ars to run and then borrow the lance on a second mortgage for short time, than to finance the hole amount on a first mortgage.

"Associations organized for nancing second mortgages are t new.

"Within the last few years small oups of lumbermen, real estate en and contractors have been in- rumental in successfully promot- g such loan companies.

"In most instances, however, their siness has been primarily that discounting builders' second ortgages on homes already erect- . Such institutions serve a valu- le purpose by enabling the build- to conduct his business on a rger scale than otherwise his pital would permit, but the ulti- ate consumer, the home buyer, ll pays the high price for his ortgage.

Builders, architects and individuals who are planning homes are today realizing the lower cost and higher quality of factory-made screens and screen doors, it is said.

Proof of this is shown in the fact that the Hipolito Company, one of the largest Pacific Coast makers of this equipment, has been forced to operate its plants sixteen hours a day to supply the demand.

This company has supplied the Los Angeles Investment Company with a sufficient number of screens and screen doors to completely equip a total of 1500 homes constructed in the Angeles Mesa district.

The U. S. Government is also a large user of the Hipolito Company's output, and has recently used this equipment in the Naval Hospital at San Diego, the Tubercular Hospital at Sawtelle and those at Bayard, New Mexico, and Prescott, Arizona.

But the use of stock size screens is not confined to the quantity purchaser, it is asserted.

On the contrary, Hipolito products have been selected in many cases where quality was perhaps even more of a consideration than convenience, and where price hardly entered into the matter at all.

The palatial homes of Charlie Chaplin and Douglas Fairbanks at Beverly Hills, those of Mr. Petitfils and James Schultz on Frem Place and the buildings of Flintridge Country Club are stances of such cases.

IMPROVEMENTS IN BATHTUBS

Many inventions and improvements have been made in plumbing materials and plumbing fixtures, all tending to make more sanitary the many appliances used by the plumber and the public.

Perhaps the greatest of all improvements has been the manufacture of a bath tub with a full apron extending to the floor.

This makes the fixture very much more sanitary, as the housewife or the servant does not have to clean underneath the bath tub as was always necessary with the old style bath on legs.

The city of Los Angeles is rapidly accepting these new style bath tubs as about one-half of the installations now made are of this beautiful, new, approved style.

Southern California has been using what is commonly called the L. A. Special bath tub and it is manufactured specially for use in in this community.

Ad. No. 217.

"P.V. WILL FINAN BUILDERS"

Page

L.A.Examiner
L.A.Times

Ad. #217-A.

"P.V. WILL FINAN BUILDERS"

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L.A. Ill. News

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In all colors. Bungalow Paint, Stain, 85c Gallon in five-gallon e-gallon cans; One-Coat Ivory Sand Paper, 10c; Steel Wool,

23 to $25

Tubs, $23 to $25 each, without Toilets, $17 complete, slightly

per foot, in odd lengths; the

partment

plete with shades; Five-light h Ball Porch Lights, 60c com-

Hoffite

Magnesite, Asbestos, Silica, Talc and Imported German Magnesium Chloride are the principal ingredients of Hoffite.

We operate three plants on the Pacifc Coast. We can afford to use the best fillers at prices of ordinary stucco. We mine our materials at our own mines. Watch the Hoffite jobs during this rainy season and you will be convinced that Hoffite is waterproof. Our laboratory is open to the public.

HOFF MAGNESITE COMPANY Manufacturers
MILLER & ALF General Sales Agents
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Los Angeles—Tel. 878-531.

Suggestions
For Your New Home

Planning a new home? Here is a book that will help you build economically and well. Shows 44 plans of homes ranging from $3000 to $10,000 and over; interior suggestions, illustrations, new ideas, building information and data. A copy will be given or mailed to anyone living within city limits of Los Angeles for 25c. (Price outside city, $1.00.)

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Enclosed find 25c. Please send the HOMEBUILDER'S HANDBOOK of plans and suggestions to
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Exam. 8-9

Specify HIPOLITO
—the long-lived window screen

EVERY prospective home builder should specify window screens for his home just as he specifies plumbing, hardware and other details of fixtures and finish.

Check up on Hipolito Stock Size Window Screens—the best that money and modern machine methods can produce. Made of selected California Sugar Pine, with double galvanized wire cloth, machine applied under tension to prevent bulging. Each screen inspected five times before leaving our plant.

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looks Malaga Cove.

select.

3. Give free advice on the best wa
4. Help you, without charge, wit
building.
5. Give you gladly and without
about homebuilding.

The Offices of the Estates Mortgage and Build
Lane Mortgage Building, 8th and Spring Stree
invited to come in and get acquainted with
for the sole purpose of serving Palos Verdes in

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L.A. Ill News March 20

3x13½"

"COL. LOW WILL HAVE THIS VIEW."

Ad. No. 218-A

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L.A. Examiner March 16
L.A. Times March 16

PAGE

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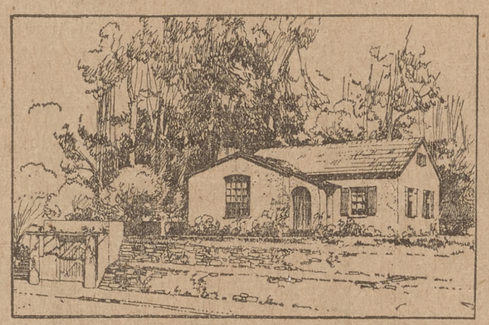

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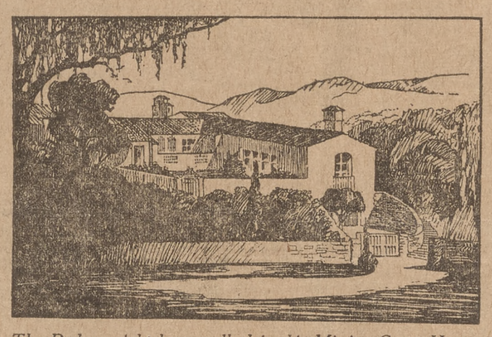

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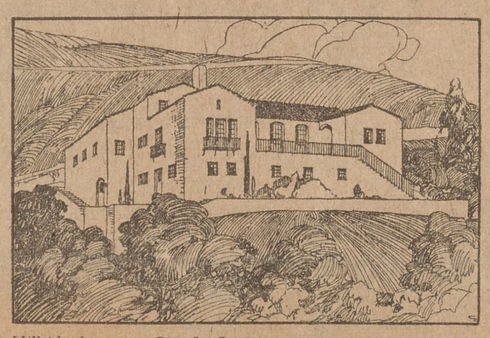

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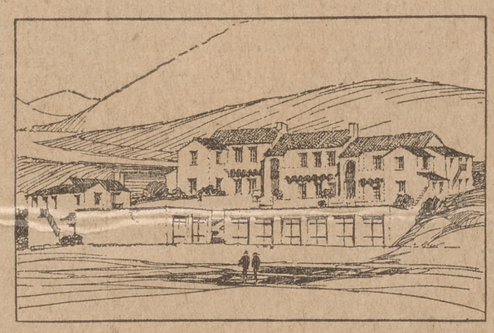

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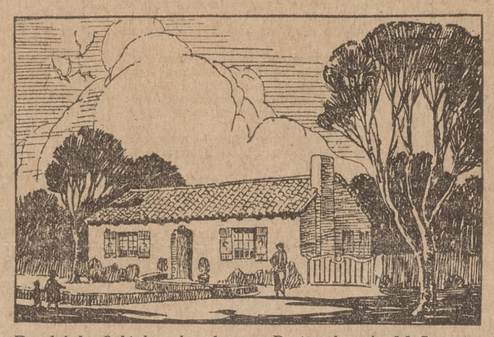

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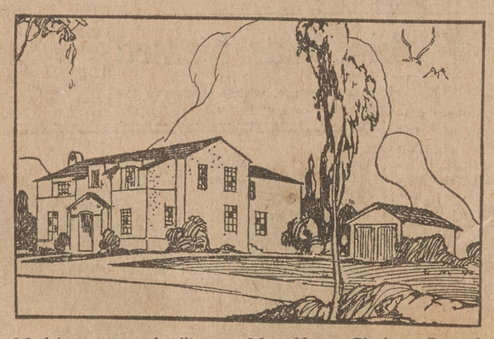

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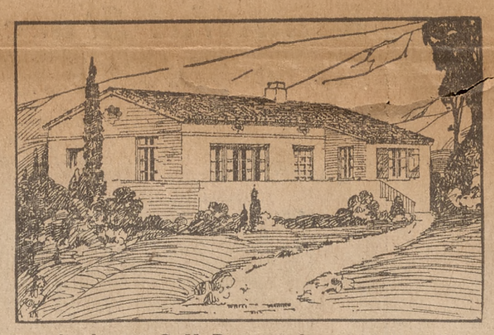

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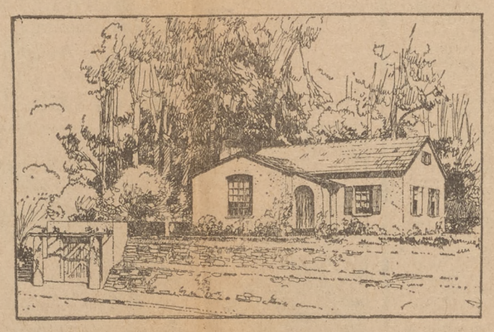

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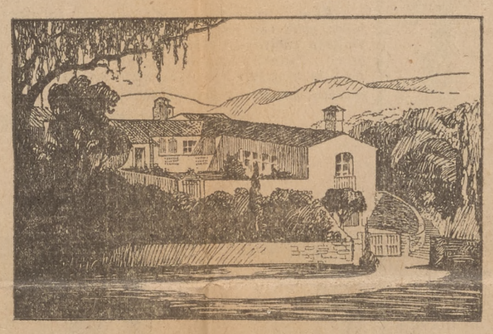

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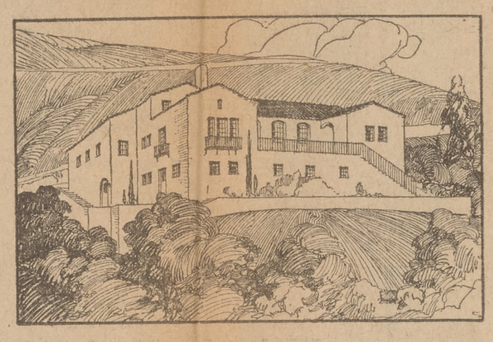

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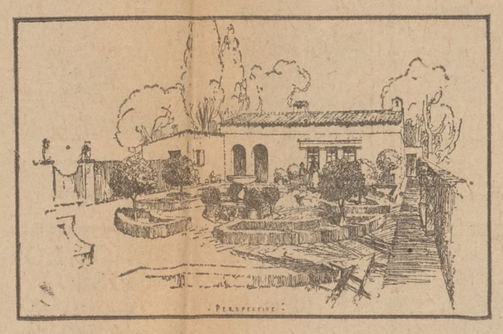

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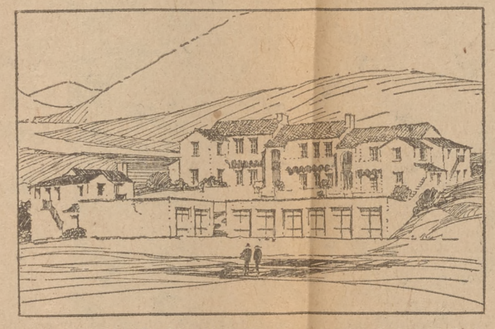

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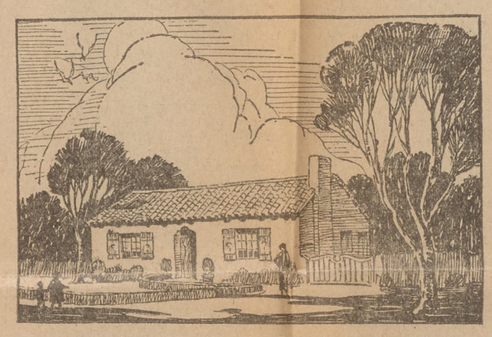

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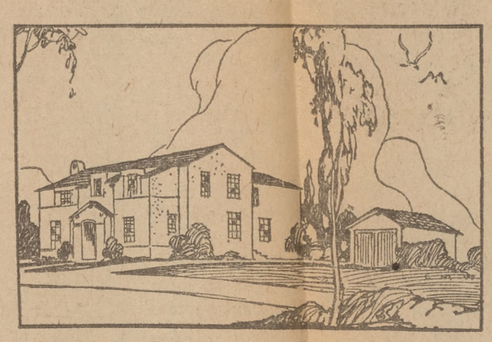

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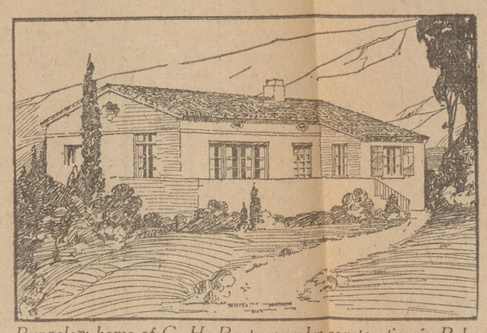

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Ad. No. 217.

"P.V. WILL FINANCE HOME BUILDERS"

Page

L.A.Examiner March 9
L.A.Times March 9

Ad. #217-A.

"P.V. WILL FINANCE HOME-BUIDERS".

4x15".

L.A. Ill. News Mar. 12
" " " March 13

SCREVELOPING INTO BIG INDUSTRY HERE

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Builders, architects and individuals who are planning homes are today realizing the lower cost and higher quality of factory-made screens and screen doors, it is said.

Proof of this is shown in the fact that the Hipolito Company, one of the largest Pacific Coast makers of this equipment, has been forced to operate its plants sixteen hours a day to supply the demand.

This company has supplied the Los Angeles Investment Company with a sufficient number of screens and screen doors to completely equip a total of 1500 homes constructed in the Angeles Mesa district.

The U. S. Government is also a large user of the Hipolito Company's output, and has recently used this equipment in the Naval Hospital at San Diego, the Tubercular Hospital at Sawtelle and those at Bayard, New Mexico, and Prescott, Arizona.

But the use of stock size screens is not confined to the quantity purchaser, it is asserted.

On the contrary, Hipolito products have been selected in many cases where quality was perhaps even more of a consideration than convenience, and where price hardly entered into the matter at all.

The palatial homes of Charlie Chaplin and Douglas Fairbanks at Beverly Hills, those of Mr. Petitfils and James Schultz on Frem Place and the buildings of Flintridge Country Club are stances of such cases.

IMPROVEMENTS IN BATHTUBS

Many inventions and improvements have been made in plumbing materials and plumbing fixtures, all tending to make more sanitary the many appliances used by the plumber and the public.

Perhaps the greatest of all improvements has been the manufacture of a bath tub with a full apron extending to the floor.

This makes the fixture very much more sanitary, as the housewife or the servant does not have to clean underneath the bath tub as was always necessary with the old style bath on legs.

The city of Los Angeles is rapidly accepting these new style bath tubs as about one-half of the installations now made are of this beautiful, new, approved style.

Southern California has been using what is commonly called the L. A. Special bath tub and it is manufactured specially for use in in this community.

Hoffite

Magnesite, Asbestos, Silica, Talc and Imported German Magnesium Chloride are the principal ingredients of Hoffite.

We operate three plants on the Pacifc Coast. We can afford to use the best fillers at prices of ordinary stucco. We mine our materials at our own mines. Watch the Hoffite jobs during this rainy season and you will be convinced that Hoffite is waterproof. Our laboratory is open to the public.

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Planning a new home? Here is a book that will help you build economically and well. Shows 44 plans of homes ranging from $3000 to $10,000 and over; interior suggestions, illustrations, new ideas, building information and data. A copy will be given or mailed to anyone living within city limits of Los Angeles for 25c. (Price outside city, $1.00.)

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EVERY prospective home builder should specify window screens for his home just as he specifies plumbing, hardware and other details of fixtures and finish.

Check up on Hipolito Stock Size Window Screens—the best that money and modern machine methods can produce. Made of selected California Sugar Pine, with double galvanized wire cloth, machine applied under tension to prevent bulging. Each screen inspected five times before leaving our plant.

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tions. Sales of agricultural implements and automobiles, however, are good in that country and also in Brazil. The mining industry in Bolivia is reported to be in a flourishing condition. Tin, silver, and lead mines are all in profitable operation. Venezuela has been greatly assisted by the strong export demand for coffee. Peruvian crops are poor on account of lack of water but business has not been as depressed by this fact as one might expect.

FOREST AND FARM LANDS

QUEBEC.—A bill has been introduced in the legislature having for its object the defining of forest areas and the land areas suitable for farming. The object is taking the colonist and the lumberman restricted to the areas best suited to their respective purposes. There are vast forest areas in the Province, which for many years to come are better restricted to forestry operations alone, and such is the aim of the bill. The government does not admit that the charges of the lumbermen against colonists as being responsible for fires is true to anything like the extent claimed by some of the lumber companies. It is quite probable that when Hon. Mr. Mercier brings down his bill to provide for a change in the system of forest protection, he will make a point of assigning the responsibility for forest fires where it really belongs, and that would be dividing it up.

BEST LIVE-STOCK AREA

WINNIPEG.—J. A. Julian, who was for many years an American cattle man, declares that Western Canada is the best live-stock district on the North American continent. In Albert livestock can be raised more cheaply than in any of the districts in the United States which have become famous and wealthy from cattle.

Even with the long haul, the Alberta rancher can make more from his livestock than the American producer, if he will turn out well-finished animals, for which there is always a permanent demand and a good price, he said.

BUTTER PRODUCTION

WINNIPEG.—In the three Provinces of Manitoba, Saskatchewan and Alberta during 1923 there was produced 2,251,702 pounds of creamery butter. This was largely exported, buyers from Great Britain and New York coming to the West in order to purchase the butter for their markets. Western Canada is rapidly developing the dairy industry, and greater outputs of butter are expected.

SANTA ANA AID

Chamber of Commerce Propose and Opening of Manuf

[EXCLUSIVE DISP

SANTA ANA, March 15.—The ensuin tinued expansion and development for S the community can well feel that the fu the hands of the board of directors of the merce, it was declared in the annual re ber of Commerce, read to the member Secretary James C. Metzgar.

Metzgar took the opportunity to suggest several projects which, if followed up and completed, he considers will be of great benefit in bringing about a richer harvest of prosperity for Santa Ana. In these plans he favored:

Increased harbor development.
City annexation program.
Industrial expansion toward Orange county harbor.
The purchase of an industrial site by the citizens to be sold to manufacturers at cost and carrying charges.
The inauguration of a county-city government movement preferably on the metropolitan area or New York borough plan, whereby existing municipalities retain their names and individual community government features under a central governing board.
Water development to provide for a very large future population.

For the advancement of Santa

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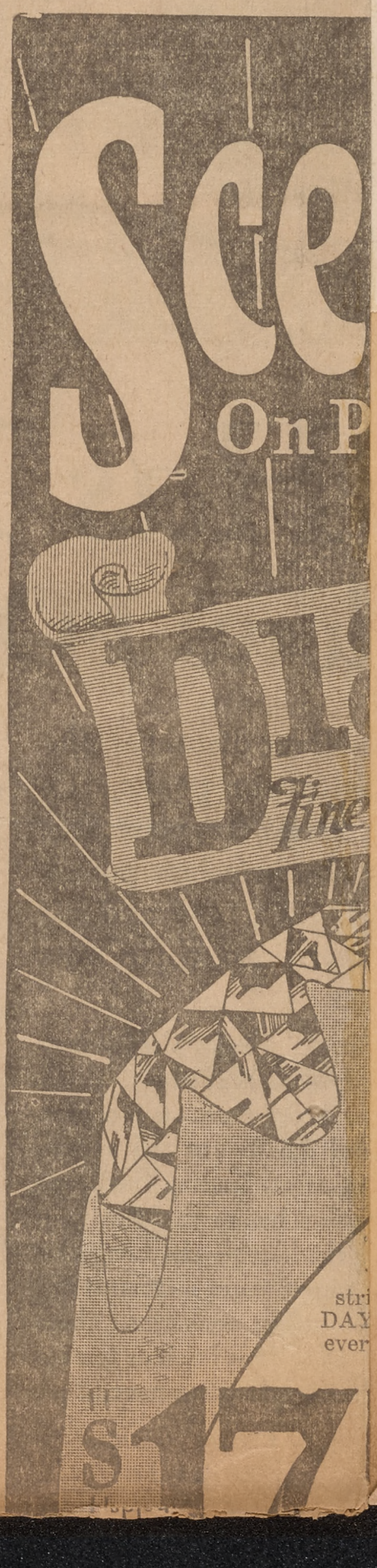

Ad. No. 218

"COL. LOW WILL HAVE THIS VIEW."

PAGE

L.A.Examiner March 16
L.A.Times March 16

- - - - -

Ad. No. 218-A

"COL. LOW WILL HAVE THIS VIEW."

⅛
3x13½"

L.A. Ill News March 20

Ad. No. 217.

"P.V. WILL FINANCE HOME-BUILDERS"

Page

L.A.Examiner March 9
L.A.Times March 9

Ad. #217-A.

"P.V. WILL FINANCE HOME-BUILDERS".

4x15".

L.A. Ill. News Mar. 12
" " " March 13

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Builders, architects and individuals who are planning homes are today realizing the lower cost and higher quality of factory-made screens and screen doors, it is said.

Proof of this is shown in the fact that the Hipolito Company, one of the largest Pacific Coast makers of this equipment, has been forced to operate its plants sixteen hours a day to supply the demand.

This company has supplied the Los Angeles Investment Company with a sufficient number of screens and screen doors to completely equip a total of 1500 homes constructed in the Angeles Mesa district.

The U. S. Government is also a large user of the Hipolito Company's output, and has recently used this equipment in the Naval Hospital at San Diego, the Tubercular Hospital at Sawtelle and those at Bayard, New Mexico, and Prescott, Arizona.

But the use of stock size screens is not confined to the quantity purchaser, it is asserted.

On the contrary, Hipolito products have been selected in many cases where quality was perhaps even more of a consideration than convenience, and where price hardly entered into the matter at all.

The palatial homes of Charlie Chaplin and Douglas Fairbanks at Beverly Hills, those of Mr. Petitfils and James Schultz on Frem Place and the buildings of Flintridge Country Club are stances of such cases.

IMPROVEMENTS IN BATHTUBS

Many inventions and improvements have been made in plumbing materials and plumbing fixtures, all tending to make more sanitary the many appliances used by the plumber and the public.

Perhaps the greatest of all improvements has been the manufacture of a bath tub with a full apron extending to the floor.

This makes the fixture very much more sanitary, as the housewife or the servant does not have to clean underneath the bath tub as was always necessary with the old style bath on legs.

The city of Los Angeles is rapidly accepting these new style bath tubs as about one-half of the installations now made are of this beautiful, new, approved style.

Southern California has been using what is commonly called the L. A. Special bath tub and it is manufactured specially for use in in this community.

Hoffite

Magnesite, Asbestos, Silica, Talc and Imported German Magnesium Chloride are the principal ingredients of Hoffite.

We operate three plants on the Pacifc Coast. We can afford to use the best fillers at prices of ordinary stucco. We mine our materials at our own mines. Watch the Hoffite jobs during this rainy season and you will be convinced that Hoffite is waterproof. Our laboratory is open to the public.

HOFF MAGNESITE COMPANY Manufacturers
MILLER & ALF General Sales Agents
1040 South Broadway.
Los Angeles—Tel. 878-531.

Suggestions For Your New Home

Planning a new home? Here is a book that will help you build economically and well. Shows 44 plans of homes ranging from $3000 to $10,000 and over; interior suggestions, illustrations, new ideas, building information and data. A copy will be given or mailed to anyone living within city limits of Los Angeles for 25c. (Price outside city, $1.00.)

ONLY 25c in Los Angeles

Mail or Bring This Coupon

Arts & Crafts Publishing Company,
315 South Broadway (Room 324),
Los Angeles, Calif.
Enclosed find 25c. Please send the HOME-BUILDER'S HANDBOOK of plans and suggestions to
Name .....
Address .....
Exam. 3-9

Specify HIPOLITO

—the long-lived window screen

EVERY prospective home builder should specify window screens for his home just as he specifies plumbing, hardware and other details of fixtures and finish.

Check up on Hipolito Stock Size Window Screens—the best that money and modern machine methods can produce. Made of selected California Sugar Pine, with double galvanized wire cloth, machine applied under tension to prevent bulging. Each screen inspected five times before leaving our plant.

nt S

This week only. nt, Brown Shingle Son 50c Gallon in five ry allon; 20 sheets ol,

Tubs, $2

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Col. J. C. Low Has This View
from his windows FOREVER

MILLIONS OF DOLLARS
ARE BEHIND PALOS VERDES

READ THESE FACTS

1. $1,250,000.00 for improvements in 1924.
2. Building in Valmonte, Lunada Bay and Malaga Cove business plazas begins soon.
3. $450,000.00 grass, championship length golf course opens soon. $40,000 club house to be built.
4. Fourteen miles of high pressure water mains.
5. Twenty miles of new streets.
6. Gas and electricity on property. Telephone service assured.
7. Hundreds of thousands of trees and plants growing in nursery.
8. Fifty engineers, under direction of famous Olmsted Brothers of Brookline, Mass., carrying forward development plans.
9. Permanent Art Jury headed by Myron Hunt, D. C. Allison, Robert Farquhar, noted architects, and C. H. Cheney, City Planner, insure maintenance of protective restrictions.
10. Twenty-five hundred have selected homesites.
11. Palos Verdes is as big as Hollywood and conservatively valued *now* at $17,500,000.00.

Best Road

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes.

10 Page Map *Free*

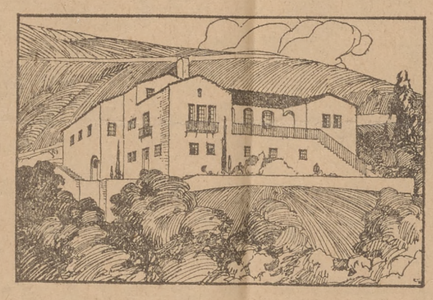
Mail coupon and we will send you the great 10 page five color map of Palos Verdes. It shows hundreds of facts you will want to know about this New City.

THE Ocean's silver distances, the eastern mountain peaks, the twinkling cities at your feet—these are among the priceless possessions owned by Col. J. C. Low and his family who soon move into their new home in Palos Verdes.

Each window of *your* home in Palos Verdes may frame a picture as masterly—as beautiful. Think what it might be—your home built on just that sloping terrace or rounded knoll—in the superb New City laid out by America's leading landscape engineers. There is the ocean before you always—lacy miles of surges along the beach—the invigorating air—the equable temperature—invitations everywhere to wholesome outdoor activities. These things are yours as surely as the fine knoll or terrace on which you choose to build your permanent home.

If you have in mind the kind of home which means perfection to you, there is a place in Palos Verdes [illegible] per cent of all the residential property holds unobstructed view of ocean or mountains forever.

Visit Palos Verdes and study its possibilities. Ride over the miles of winding avenues. See the great reservations for parks and playgrounds. See the great 14-inch water mains and deep, ample wells.



Residence
Col. J. C. Low

Inspect this new home today. Enjoy from the windows and porch the wonderful panorama illustrated above. Ask representatives in Palos Verdes for directions.

Look over the 157-acre golf course nearing completion. Learn how the Protective Restrictions and Art Jury safeguard you and insure permanently good construction with high artistic standards.

And before you leave ask one of our representatives to direct you to Col. Low's residence (unoccupied and visitors welcome). Step out upon the porch and see, as nature paints, the splendid panorama reproduced above.

Palos Verdes Finances Homebuilders

Palos Verdes homesites with ocean views may be secured [illegible] over three years. Prices range from $2000 to $6000 and upward. The Estates Mortgage and Building Company, organized for the sole purpose of rendering service to Palos Verdes investors, is ready to build or finance a home for you. Visit the property today or call at any of the offices for information.

PALOS VERDES
The New City

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.,
8TH AND SPRING STS.
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
219 E. Broadway
Phone 02970

PALOS VERDES
Office near entrance
Malaga Cove District

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012 W

Palos Verdes Estates,
519 Lane Mortgage Bldg.,
Los Angeles.

Send me a copy of the 10-page, five-color Palos Verdes map.

Name .....

Address .....

Ad. No.219.

"YOUR NEIGHBORS HOME --

PAGE.

L.A.Examiner Mar. 23
L.A.Times Mar. 23

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Ad. No. 219-A.

"YOUR NEIGHBORS HOME --

3 x 13½"

L.A. Ill News Mar. 2

TRADE EXPERTS FOR PAPER CO.

Addition of three trade experts to its staff is announced by the Pioneer Paper Company of Los Angeles, largest exclusive manufacturer of prepared roofings and building papers on the Pacific Coast.

G. H. Campbell, chemist, who has spent years in the study of the chemical properties and reactions of asphalt and oils, comes to the local plant as overseer in this important phase of roofing and building paper making.

Building and engineering experts contend that prepared roofing has come to be accepted as the standard form of house covering, because of its waterproof and fireproof qualities, durability, low cost and attractive appearance, and Mr. Campbell is said to be thoroughly familiar with the factors of manufacture where chemical details are concerned.

J. D. Beatty has been named superintendent of the Pioneer felt mill.

CLASS C APARTMENT

T. C. Kistner Company, architects, have completed plans for a four-story class C apartment building, to be erected on Bonnie Brae street near Seventh street for Mrs. Chase; it will contain forty-three single and double apartments.

PLAN LOFT BUILDING

The northeast corner of Seventh and Los Angeles streets is to be improved at once with a thirteen-story Class A loft building to cost $300.000.

SEVE FOR

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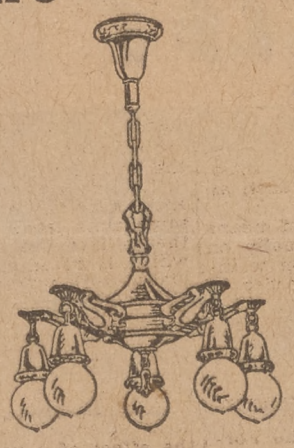
Savings on Lumber

Being quantity buyers of high-grade lumber we are able to fill your requirements at prices which mean important savings. Remember, our lumber is shipped direct from the Northern mills and handled through our own dry kilns and mills and stored in our own yards at Vernon.

We are also able to supply you with a quantity of low grade new lumber which is suited for many purposes. Either of our offices will be pleased to give you an estimate on your lumber lists.

$16 For This Fixture
A $30 Value

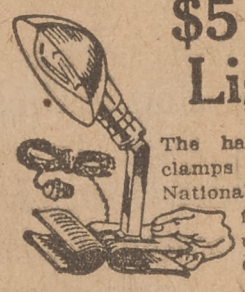
One of the new designs, and there are many places that would charge you $30 for the same fixture. We buy in huge quantities and allow you to have the advantage. Fixture just as you see it illustrated, excepting that the lamps are extra. They are not included with the fixture. The finish is silver and gray, with polychrome decorations.



Electric Iron, $3.50

Fully guaranteed iron including metal stand. Will answer all domestic requirements.

$5 Adjusto Lights, $4



The handy little lamp that clamps on anywhere. It is Nationally advertised and sold from coast to coast, usually at $5 and $5.25. Our price $4.00.

Electric Door Bell, 60c

Key Sockets, each	.25
No. 14 Rubber Covered Wire	85c 1.00
Pull Chain Sockets	.45
Flush Switches	.25
Main Line Switches	.60
Snap Switches	.25
Split Knobs, per 100	2.00

And Nou Arriva

MONA PAI

100%

For some time we h ing with the manufa mous Monarch paint happy to announce cured delivery of th these splendid paints

HARDWARE

SASH AND DO

.8x6.8 Colonial Doors, $2.50; 2.6x6.8 are slightly warped; Medicine Cabine built-in Ironing Board and Break A few damaged one-panel Doors a cond-hand Mahogany Doors, with tra

ELECTRIC

r-Light Bar Fixture in Polychrome ixtures for ball lights, $6.50; five-lig s, $7.50; second-hand Conduit, 4½c House Wire, 5c pound; one S. H. H Billiard Parlor Electric Sign, $15; o Motor, $75; one quarter-horse powe Electric Sign, $7.50.

PLUMBING

China Tank Toilets, $16 and $17, co ut serviceable.

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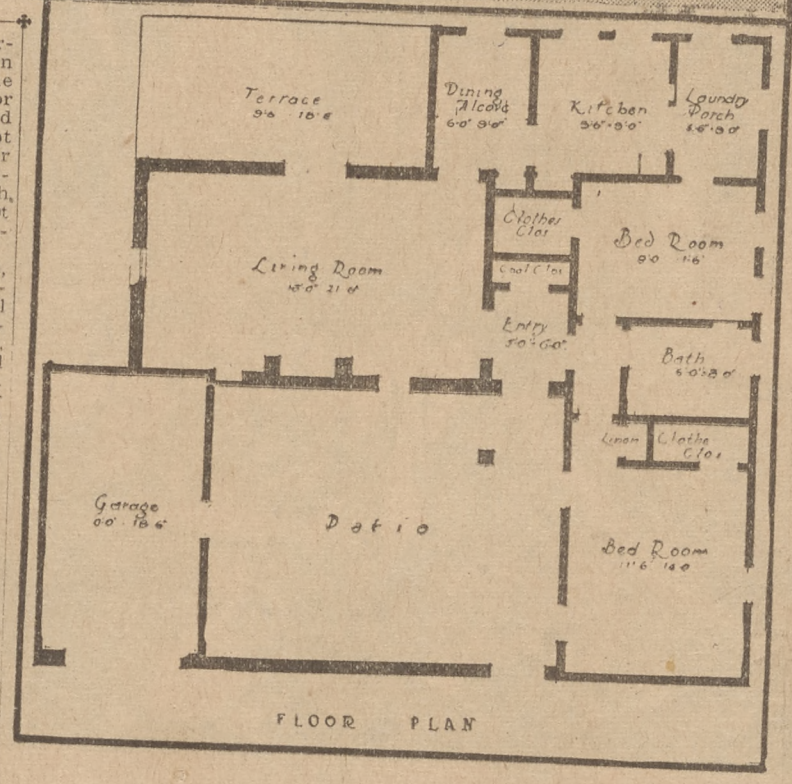
260 East Vernon Avenue, near Phone Humbolt 78

Los Angeles

Awarded First Prize in Recent Competition



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Honor Award

Plans for this house were prepared for the Small House Service Bureau under the auspices of the Architectural Club of Los Angeles. This bureau is located in the Metropolitan Exhibit of Building Materials in the Metropolitan Building. Walter L. Moody is the designer.

Builders' Questions Answered

By Southern California Chapter, Associated General Contractors of America

[With the view of rendering assistance to prospective builders and for the purpose of giving sound advice on problems arising in connection with building projects, The Times has instituted this department, which will be conducted as a weekly feature. All questions should be sent to the Real Estate and Building Department, Los Angeles Times.]

Question: Please tell me if it is necessary for men to run a tile base around a wooden cabinet that sits in a stationary position upon the tile floor of a bathroom in a new home I am building.

Answer: It is necessary to comply with the building department's condition that a six-inch base be carried all around the room, including cabinets and all other wooden fixtures.

Q.: Will you kindly inform me if plastered houses have any structural advantage over frame houses?

A.: There is little advantage unless the plastering is especially well done in an approved method. If this is the case, however, the plastered home is often more enduring and more fire-resisting.

Q.: Is there any reason why brick houses should be considered safe against earthquakes?

A.: Well, if the brick dwelling is built strictly in accordance with the Los Angeles city ordinances, which are much more rigid than those in eastern cities, it is quite likely to withstand the effects of a severe earth shock.

Q.: How can I check up on my contractor to determine if he is really paying for the materials being used in the construction of my home?

A.: You can demand from your contractor a complete list of the firms from which he is purchasing materials for your home and from the latter you have the legal right to demand an accounting of their claims for material furnished the contractor for your home.

Q.: Is a permit required for buildings erected within the county but not within the city limits?

conditions laid down in the State Housing Act. Further information on this subject can be obtained from the local building department, Room 35, City Hall.

Q.: Recently we deeded a lot to another person and in filling in the date the notary wrote "four" instead of "twenty-four," making the date of instrument read "Nineteen Hundred Four" instead of "Nineteen Hundred Twenty-Four." This msitake was not noticed and the deed subsequently filed for record. The deed was recorded and returned and the error in date then came to light, the mortgagee being advised to have the deed corrected and re-recorded, which was done. Will you please tell me what would have happened if the date had been left as first written?

A.: This is a legal question which we are not in a position to answer. It is quite possible that the notary who was responsible for the error can enlighten you. This department is devoted to questions and answers ertaining to building construction and is not able to supply information that involves points of law, except where the point of law and information desired refers to local building ordinances.

Q.: I have a lot in the square, which is adobe soil. I understand that houses built upon adobe soil are very apt to crack after being built a while. Can you tell me how this condition can be overcome so that the house will not settle or crack?

A.: About the only practical way that this condition can be successfully overcome is by laying a sand or gravel base, five or six inches thick, over the ground area of t

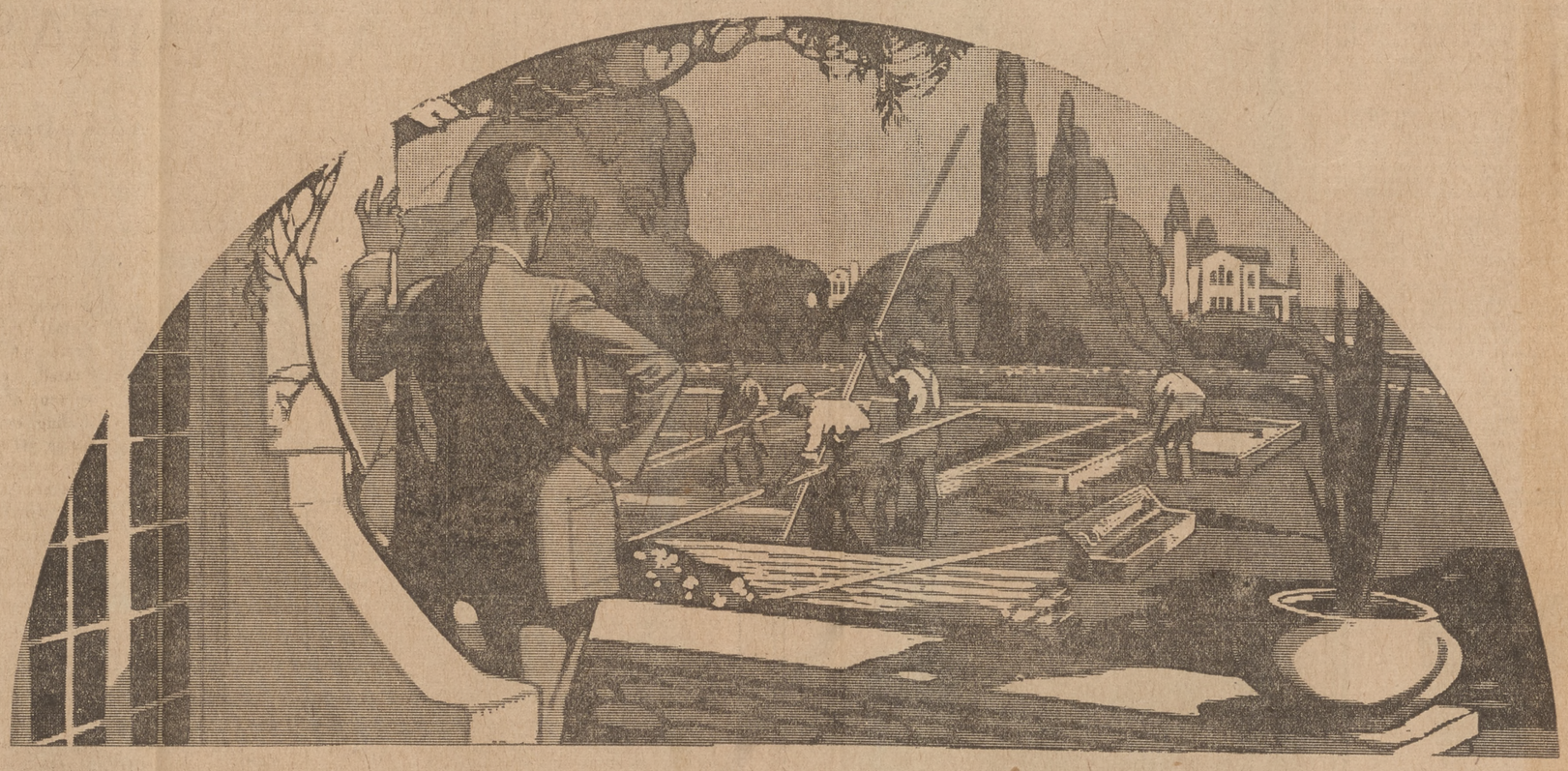
Ad. No. 221.

LIVING - AS NATURE INTENDED"

PAGE

A.Examiner March 30

A.Times March 30



Your Neighbor's Home?

PALOS VERDES ART JURY

Reviewing building plans. This permanent Jury functions independently of the management and safeguards every home owner from unsightly, inartistic buildings. Members—left to right—C. H. Cheney, Jay Lawyer, Myron Hunt, Robert D. Farquhar and D. C. Allison.

In Palos Verdes You Know Before You Buy *What To Expect*

A LOAD of lumber on the lot next door. Your neighbor is building. What he does will vitally effect the value of your property. It may even determine the character of the whole neighborhood.

How satisfying it is to know, *in advance*, just the kind and character of development to expect. Investors in Palos Verdes know these things *before they buy.* Permanent protective restrictions, officially recorded, cover every foot of the entire City. Business, apartment and residential sections are definitely fixed. You know exactly what you are getting.

In order to conserve and maintain the high artistic standards of the New City, an Art Jury—such as you find in New York, Boston and other great cities—has been established. This Jury functions independently of the management and trustee. Here are the men who compose it:

Myron Hunt, designer of the Ambassador Hotel and other notable buildings.

Robert D. Farquhar, F. A. I. A., Architectural Commission Panama-Pacific Exposition.

D. C. Allison, Specialist in School and Institutional Architecture, director Allied Architect's Association.

Jay Lawyer, Manager Palos Verdes.

C. H. Cheney, Consultant in City Planning.

When you or your neighbor plan your home the constructive advice and criticism of these experts are free. Such a helpful review of your building plans, if privately secured, would cost a considerable fee. Palos Verdes gives this unusual service because it believes in high standards—*not of cost*—but of design, artistic quality and appropriateness for surroundings.

Doesn't it seem reasonable to you that when a new city sets up at its own expense an Art Jury to protect and give free consultation to its residents it must be building along more than ordinary ideals? With such safeguards for every property owner doesn't it appeal to you as a good place to invest or have your permanent home? More than 2500 men and women who have studied this matter are now owners of home estates.

Why not visit Palos Verdes? You will find a most amazing development going on—a New City building along lines acknowledged to surpass anything in America. And you will find splendid places for your permanent home, at prices from $2000 to $6000 and upward, with deferred payments extending for three years. Drive to Palos Verdes today, or call at any of the offices below.

MILLIONS OF DOLLARS
ARE BEHIND PALOS VERDES

READ THESE FACTS

1. $1,250,000.00 for improvements in 1924.
2. Building in Valmonte, Lunada Bay and Malaga Cove business plazas begins soon.
3. $450,000.00 grass, championship length golf course opens soon. $40,000 club house to be built.
4. Fourteen miles of high pressure water mains.
5. Twenty miles of new streets.
6. Gas and electricity on property. Telephone service assured.
7. Hundreds of thousands of trees and plants growing in nursery.
8. Fifty engineers, under direction of famous Olmsted Brothers of Brookline, Mass., carrying forward development plans.
9. Twenty-five hundred have selected homesites.
10. Palos Verdes is as big as Hollywood and conservatively valued *now* at $17,500,000.00.

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes.

10 PAGE MAP *FREE*

Mail coupon and we will send you the great 10 page, five color map of Palos Verdes. It shows hundreds of facts you will want to know about this New City.

PALOS VERDES

The New City

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.,
8TH AND SPRING STS.
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
219 E. Broadway
Phone 62970

PALOS VERDES
Office near entrance
Malaga Cove District

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012W

Palos Verdes Estates,
521 Lane Mortgage Bldg.
Los Angeles

Send me a copy of the 10-page, five-color Palos Verdes map.

Name .....

Address .....

Living—as Nature Intended

Over 450 acres of Parks and Playgrounds are going in at Palos Verdes—The New Garden City by the Sea.

Live in Palos Verdes & play golf every day on your own 18hole, all grass golf course. Sketch shows $40,000 club to be erected immediately.... Course opens in June.

AS part of its general improvement plan, Palos Verdes has made provision for parks, playgrounds and mountain reservations, on a scale *greater than any other district* in the United States.

One acre in every four—of the entire property—is set aside and reserved solely for recreational and decorative purposes. These areas will be landscaped and planted out to trees, shrubs and flowering plants, all such being supplied from the Palos Verdes nurseries. There will be 457 acres of park lands, maintained as the private property, in trust, for the homesite owners.

Arboreal gardens, public parks, golf clubs, bridle trails and mountain paths as well as over three and [illegible] sloped and beautified as definite features of the splendid improvement plan to make Palos Verdes the ideal place for permanent homesites. There will be an elementary school site every mile apart, an intermediate school site every two miles, and a senior high every three miles. These, with their park and playground areas, will be donated to the proper authorities.

No school kiddie in Palos Verdes, within the first six grades, will need to walk more than one-half mile from any lot to the nearest school or playground. Sites for public libraries, community houses, theatres, shops and public markets have also been provided for, the zoning plan being so carefully worked out that residential areas and values shall forever be maintained.

Nature has seen fit to endow Palos Verdes with an almost illimitable water supply, through natural water-bearing lands. The huge water system already installed, distributes through 14 miles of fourteen inch mains over 3,500,000 gallons daily—with an ultimate capacity enough to supply a city of 100,000. This fact alone makes possible such a scheme of *landscape* architecture as will be superior in extent and design to anything heretofore attempted.

Visualize then if you will, this Garden City by the Sea—drawing its water from an almost inexhaustible supply, warmed on an average of 303 days in the year by our wonderful California sunshine—this wealth of pure, clean air—this verdure—this appeal to the best that life offers, in environment, scenery and home happiness.

Over 2500 men and women have already selected sites. How much longer are you going to delay your selection?

Deep wells, on the property supply Palos Verdes with ample water Photo shows booster pumping plant and 14 inch mains being laid.

MILLIONS OF DOLLARS ARE BEHIND PALOS VERDES

1. $1,250,000.00 for improvements in 1924.
2. Building in Valmonte, Lunada Bay and Malaga Cove business plazas begins soon.
3. $450,000.00 grass, championship length golf course opens soon. $40,000 club house to be built.
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10. Palos Verdes is as big as Hollywood and conservatively valued *now* at $17,500,000.00.

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes.

FREE BOOKLET

Mail coupon and we will send you full information about Palos Verdes—the New City.

PALOS VERDES

The New City

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.,
8TH AND SPRING STS.
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
219 E. Broadway
Phone 62970

PALOS VERDES
Office near entrance
Malaga Cove District

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012W

Palos Verdes Estates.
524 Lane Mortgage Bldg.,
Los Angeles.

Send me booklet and full information regarding Palos Verdes—the New City.

Name .....

Address .....

Ad. No. 213

"ENTRANCE MALAGA COVE PLAZA"
&&&&&&&&&
PAGE

Euclidean MARCH

ENTRANCE TO VALMONTE PLAZA
PALOS VERDES

The main street leading out of this beautiful Plaza goes through this arch. Valmonte will be the better class restricted and protected neighborhood for the great industrial and oil districts lying far below it on the plain about Torrance, Lomita and Harbor City.

PALOS VERDES
The New City

General Sales Office, Lane Mortgage Building
Henry Clarke, Director of Sales
Bank of America, *Trustee*

To a Certain F

CAN'T you remember the pirate you used to sail—the treasure l the secret paths—the lookout in gnarled tree—those fragrant bo dreams so precious now?

Is that lad of yours—that boy who bear name—to have such dreams? Does he kn joy of a cave, with deep and winding pas Has he camped on an Indian trail with si redskins all about, and dined sumptuou delicious black-burned "taters" hot fro ashes? Or are his memories to be cluttere emotional sex movies, concrete backyards, not made for somersaults and streets th danger lanes of traffic?

Would you trade *your* memories for his backyard where the only campfire is the be rubbish incinerator

Give your boy his dreams—his playright lands of adventure. Take him today, wi wife, and little "sister" too, to Palos Verd let him catch for an hour or two the jo might be his. For in this New City every King and his courtiers are the ships that s the deep running canyons, the rolling hil the open skies and long vistas of purple

PALOS

The

GENERAL SALES OFFICE: 5TH FLOOR
HENRY CLARKE, *Director of Sales*

Shops Co
Guests *of the*

DAILY TIME TABL

Leaves Los Angeles, 5th and Los Ange
Leaves Pasadena, 55 S. Fair Oaks Av
Arrives Top .....
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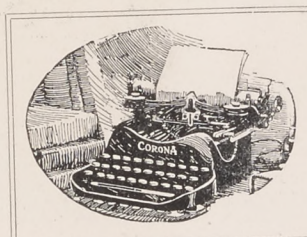
A Special Bus for the Accommodation visitors' night at the Solar Observat
Returning Saturdays at .....
Free tickets for Admission to the Obs Office at 813 Santa
Round Trip, Good for 30 Days.....
Up .....
Down .....
For further particulars ca



84

WE offer for invest Funds sound S rates consistent with sa

WILLIAM R. ST
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311 East
PASADE
Los Angeles Sa

Miss Lenz Announces the New Location of Lenz Hat Studio at 643-645 East Colorado St. Pasadena, Cal. Phone Fair Oaks 573

Ad. No. 214

"TO A CERTAIN FATHER IN LOS ANGELES"

PAGE

California Southland

MARCH

Ad. No. 213

"ENTRANCE MALAGA COVE PLAZA"
&&&&&&&&&
PAGE

Euclidean MARCH

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PALOS VERDES

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PALOS VERDES
The New City

General Sales Office, Lane Mortgage Building
Henry Clarke, Director of Sales
Bank of America, *Trustee*

From Painting by J. D. Johnsen

To a Certain Father in Los Angeles

CAN'T you remember the pirate ships you used to sail—the treasure lands—the secret paths—the lookout in the old gnarled tree—those fragrant boyhood dreams so precious now?

Is that lad of yours—that boy who bears your name—to have such dreams? Does he know the joy of a cave, with deep and winding passages? Has he camped on an Indian trail with signs 'o redskins all about, and dined sumptuously on delicious black-burned "taters" hot from the ashes? Or are his memories to be cluttered with emotional sex movies, concrete backyards, lawns not made for somersaults and streets that are danger lanes of traffic?

Would you trade *your* memories for his stone backyard where the only campfire is the belching rubbish incinerator

Give your boy his dreams—his playright to the lands of adventure. Take him today, with the wife, and little "sister" too, to Palos Verdes and let him catch for an hour or two the joy that might be his. For in this New City every boy is King and his courtiers are the ships that sail by, the deep running canyons, the rolling hillsides, the open skies and long vistas of purple mountains. Here your boy—your girl—may have his playright and memories as golden as those you hold so precious.

Many things belong to the land of boyhood over which you may never again have proprietorship. But every man sooner or later realizes that unless the best values of life are to escape him utterly he must place between himself and the hurly-burly of these times a plot of ground, a garden wall and perhaps a tree or two.

In Palos Verdes—the New City—you and your family have opportunity for free and spacious living, on a scale probably never before attempted in this country and at a cost far under what you may expect. Many home-estates, with the blue ocean before them—where your boy and girl may be King and Queen of a great domain—are priced far less than you would expect.

And, you may live here on your own home-estate for a reasonable payment down, with the balance conveniently spread over three years. Drive the family to Palos Verdes for all day. Picnic where you like. You'll find a hundred places where you would like to build a home.

PALOS VERDES

The New City

GENERAL SALES OFFICE: 5TH FLOOR LANE MORTGAGE BLDG., *EIGHTH* AND SPRING STS.
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*

ade of Mud to Solve n of Building Costs

rom the Scientific American)
BY JUANITA W. PORTER

y is to have is this method gaining ground in America to Great Britain that improved maerial used in chinery is being introduced to do —the public the ramming of the walls and this ething about will expedite the work.

Meanwhile, the actual erection of What is its pise buildings presents so little dif, its advan- ficulty that it can be done by anyaterial—if it one who has the strength to shovel earth and wield a rammer, promade of the vided he will exercise the care to esidence. A see that the molds or boxes into this experi- which the soil is shovelled, are kept es up to the plumb and in straight lines. The lders. pioneer settler, even with no preg erected is vious knowledge of pise, may work much; it is on his building if he has a well- made of the thought-out plan.

One difficulty in the use of pise with a stone seemingly has been removed, h are laid namely, the long-supposed belief Shingles of that the work could be done only in for roofing. the warm season. It is merely In Canada, where the climate is earth, and rigorous more than half the year, exceedingly structures erected in cold weather lding walls, have been as free from cracks and vell as walls as solid as those made in warm seasons.

at its very The consensus of opinion, howso far have ever, is that it is better to build tention. pise houses when the weather is not buildings by too cold, thus eliminating an gly simple, element of chance. erted into In order that a test might be ds made of made by modern builders of this old the earth art, a demonstration house consistof a pisoir ing of six rooms and a barn atached, was erected at Guildford, he greatest England, several years ago. The the skill- walls, though 18 inches thick, cost l that the less than $100 for the entire buildy and, in ing, as against the cost of brick the work, walls which would be $1000. nay appear A house of this size can be built l an ama- in a fortnight, and it will last for follows di- generations. The test was so satdifficulty isfactory that leading English archution than tects have taken up the work of building pise houses as one outlet, earth is and a very important one, through he planks the almost blank wall of building thick, each pessimism existing in England d together today. on each Indeed, it is largely through buildinches in ing with pise that there seems any vided into possibility of relieving the housing which re- situaton in those countries, where the shortage in lumber, brick, cement and almost every material needed in a house, with the added difficulty of the extortionate freight rates when those materials may be secured.

PLAN APARTMENTS

Architect C. C. Rittenhouse has completed plans and is now taking bids on a 2-story apartment building to be erected on Bond street, between Thirteenth and Fourteenth streets, for a local client.

Low Toilets $17

Low China tank toilets, $17 and $18. They are slightly damaged, but are serviceable.

Second Hand Ruud Automatic Water Heater, $50. In very good condition.

Second Hand 30-Gallon Range Boilers, $5.

ELECTRICAL BARGAINS

Four-light Bar Fixtures in polychrome finish, $5.50 five-light Silver and Black Drop Fixture, $8.50 ea.; Fancy Colored Bowl Fixtures, $6.00 ea.

Here are some second-hand bargains:

One 20-circuit Slate Panel for plug fuse, $10; one 16-circuit, $10; one 8 ft. Billiard Electric Sign, $10; one 3x5 ft. Elect. Billiard Sign, $10.

Second-hand Conduit, 4c per ft.; Key Sockets, 10c ea.; No. 14 House Wire, 5c lb.

HARDWARE DEPARTMENT

Here are a few items from this department:

Frigair Coolers (require no ice), $3.00 ea.; Inside Door Sets, 80c; Bit Key Front Door Sets, $2.75; All-steel Wheelbarrows, $8.00.

Very slightly damaged Roofing, $1.00 per roll, including nails and cement necessary to lay; Artex Floor Covering, 50c square yard; 5-inch Terra Cotta, 70c; 6-inch, 80c.

Second-hand Roofing, your choice, for 50c per roll.

PAINT DEPARTMENT

Bungalow Paint, $1.15 per gallon, in white and gray; Old Ivory Enamel, $2.50 per gallon; Sunset Floor Paint, $2.25 gallon; Roof Coating, 50c gallon, in 5-gallon cans.

We carry complete stocks of Wallpaper and Paperhanging Tools.

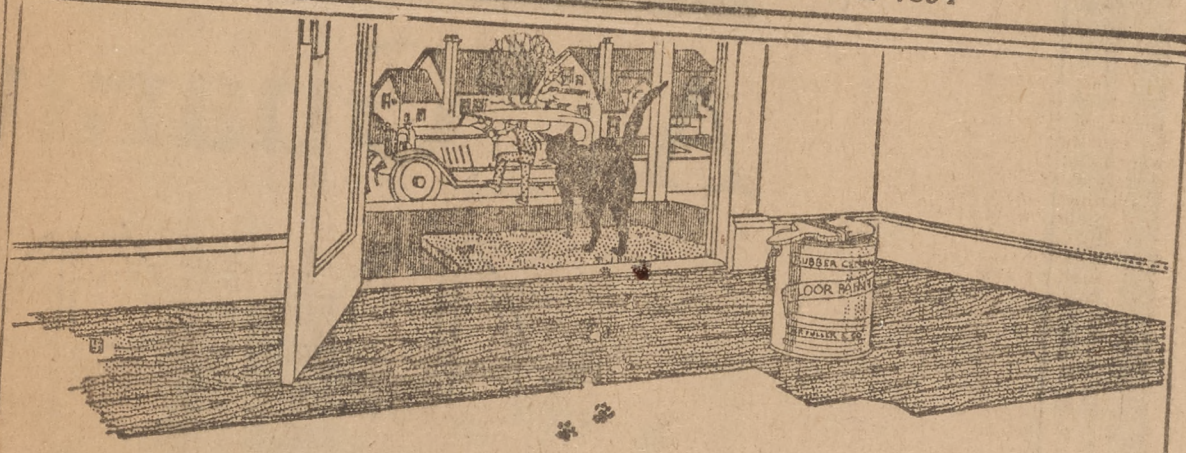
SASH AND DOORS

Garage doors in pairs, $12; 2-8x6-8 Five-panel Doors, $2.50 ea.; One-panel Doors, $3.50; French Doors, $6.00; Ironing Boards, $5.50; Breakfast Nooks (five-piece set), $9.

SALVAGE DEPT.

WHITING-MEAD

2260 East Vernon Avenue, near Santa Fe Avenue
Phone HUmbolt 7894



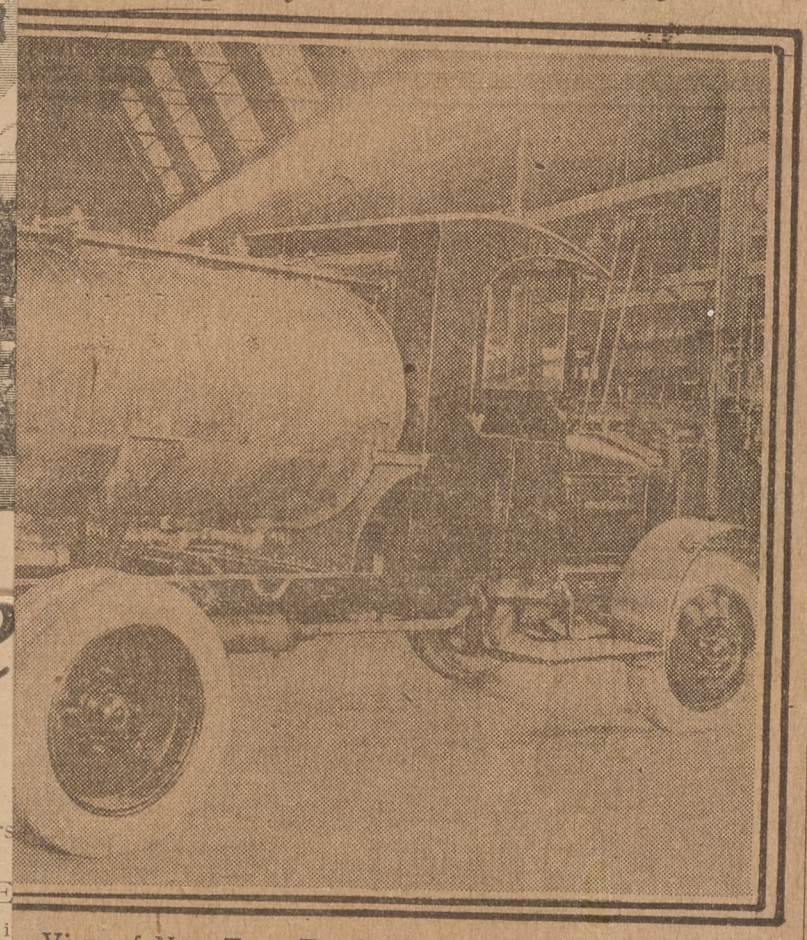
for interior floors

use Rubber Cement Floor Paint

IT'S just like a coat of enamel—hard, bright, glossy, elastic. Every housewife wants clean, sanitary, spic-and-span floors, even though they may not be hardwood. Rubber Cement Floor Paint makes that easily possible.

Applied to soft-wood floors, Rubber Cement Floor Paint withstands an unbelievable amount of

...m Developed for Gasoline Tanks



View of New Type Truck

...equipped with new set of quick-closing-and-opening emergency valve ...ity ordinance created with a view toward protecting motorists and ...nd dangerous fire hazards.

The

Millions of Dollars
Are Behind
PALOS VERDE

1. $1,250,000.00 for i... provements in 1924.
2. Building in Valmor... Lunada Bay and M... lage Cove busine...

...tions the settlement of Western Canada can justly claim credit for an enormous share of the real increase in the producing property of Canada in the last twenty-five years—whether that increase has taken the form of the West itself, or of new distributing towns and cities, of new or enlarged factories and mills of all kinds in the East, of great harbor improvements on the Great Lakes and on the seaboard, of coal mines in Alberta, of sawmills in British Columbia or of a thousand and one other enterprises.

ANOTHER METHOD

Take another method of appraising the effects of the opening of the West. Lumbering has long been a great industry in the magnificent forests of Nova Scotia, New Brunswick, Quebec, Ontario and British Columbia. Mining, from Cape Breton to the Yukon, produces a large and steadily mounting annual return. The renowned fisheries of the Atlantic and Pacific coasts and of innumerable inland waters employ tens of thousands of people and support a far-flung trade. But it gives some conception of the change that has been wrought in the commercial character of the Dominion to realize that the total annual product of those great industries with their centuries of solid development—all of the lumber cut in the whole of Canada in a year, plus all of the fish landed and marketed, plus, again, all of the gold, silver, coal, copper, nickel and other wealth produced from Canadian mines—all of these lumped together do not equal in value the farm output produced each year in the Prairie Provinces which, twenty or twenty-five years ago were hardly on a par commercially with a half-dozen Ontario counties.

MUSIC-LOVING DOG

A musically inclined woman has her music club meet at her home. But every time the club assembles for practice a neighbor's dog comes over and sits on the front porch and howls. We have never been able to decide whether a dog's finer emotions were stirred by the music, or whether music made him suffer. This dog makes the matter clear. If he is not fond of music why does he come over and listen to it?—[Capper's Weekly.

FARMING ALL IND...

BY HERMAN ...

Bible lands ar... farmed. For mo... thousand years c... empires have beer... and fro over these... habited parts of t... today only the f... the even tenor of ... very names and his... of the once victo... are a matter of d... bookworms. Go fr... of Eden down into ... Euphrates Valley ... River Nile and you ... are still plowing ar... reaping and the she... ing his flock amon... hundreds of forgott... in their day of ... themselves permane... powerful. Archeolog... ble about the date ... Tut's reign but the ... question about the ... plow and the sh... Though the monume... temples and pyram... their boasted inscri... ated by the gnawing ... the simple conten... unsung farmer folk ... persisted throughou... of all empires and ... revealed by the sm... both adults and ch...

Statisticians tell ... 95 per cent of the ... into business fail... even in the most ... flation known to hist... such mortality recor...

The farm has a ... —namely, the works ... the farm home value... us to make this far... of greater and grea... to bring to the ... schools, especially ... schools and college... co-operative spirit w... optimism, to see tha... with every modern ... of the agricultural c... farm bureau.

HIGH DEVEL...

Furthermore, it m... gotten that agricultu... history has develop... in the United States ... fluences the purchas... half the people, vita... prosperity of the r... factor in the costs ... of the raw materials ... ufacturing, and is o... trolling elements i... the living expenses ... woman and child i...

It has been well ... prosperous farming ... the United States is ... sential to national ...

In 1920 only thir... every 100 persons ... gainful occupations ... in agriculture and o... out of every 100 li... in comparison with ... each 100 in 1910. I... the prospective prof... ture had not been ...

Ad. No. 223

"THE BACK FRONT"

Page

- - -

L. A. Examiner
L. A. Times

Ad. No. 223-B

"THE BACK FRONT"

Daily Ill. News

3 x 13 1/2

Ad. No. 223-A

"THE BACK FRONT"

4 x 15

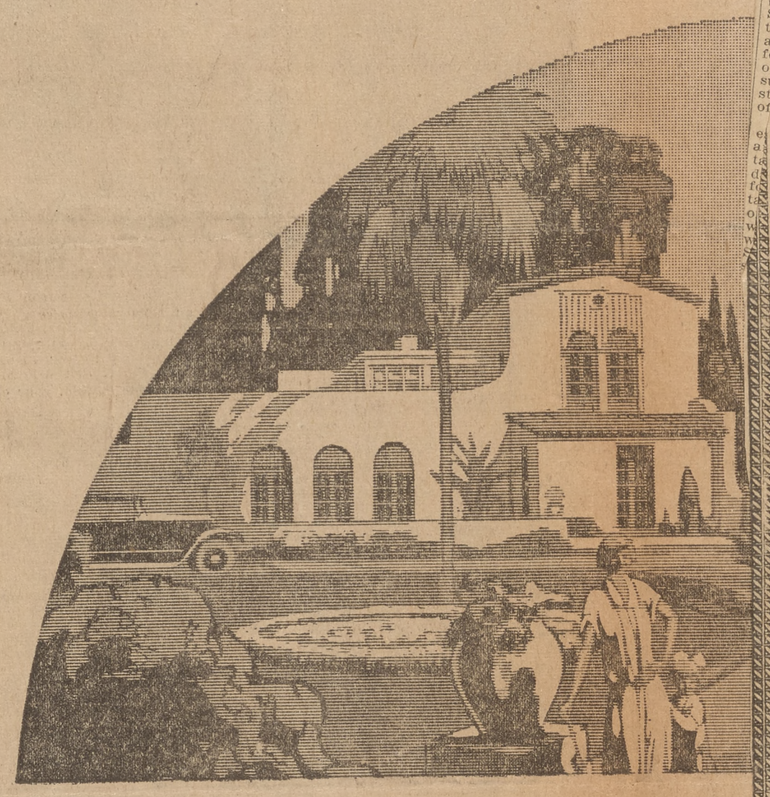
Herald

California BANKS

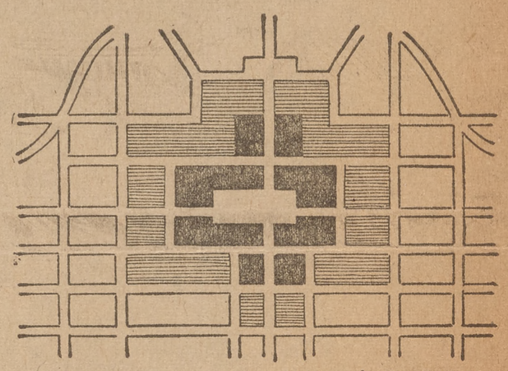
California Bank
LOS ANGELES

Out

1744



A "Guarantee



Outline diagram of a portion of the Lunada Bay District.

BLACK—Strictly business areas.

GREY—Hotel, apartment and court sites.

WHITE—Residence sites, with one acre in every four set aside for parks, playgrounds, etc.

"A Guaranteed Neighborhood"

This diagram suggests Palos Verdes Protective Restrictions — probably the most perfect and comprehensive ever drawn up for any community. Careful zoning definitely locates the necessary areas for business, hotels, apartments, etc., at convenient intervals.

Over 90% of the total number of lots in Palos Verdes is restricted to single family dwellings.

Palos Verdes restrictions are in force till 1960, with automatic extension thereafter, on a two-thirds majority vote of property owners.

Every home builder in Palos Verdes is assured of the attractiveness of his neighbor's home.

No industries, asylums or public nuisance businesses are permitted, and race restrictions are to be rigidly observed. There will also be proper conservation of trees, parkings and mountain reservations.

Upkeep of parks, etc., will be by small annual levy, but all taxes and assessments are limited to never exceed the rate of the old city of Los Angeles.

Telephone or write for copy of booklet—
"Protective Restrictions of Palos Verdes"

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The New C
line diagra
commercial
general pla
provision fo
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designed —
shops, publi
never will
have to be
terests.

Your homes
investment in stability and permanence, such as never before has been possible in any community adjacent to a metropolitan area.

In selecting your lot *you know beforehand the exact relation of your homesite to the business district,* or the hotel and apartment section. There will be a school not more than one-half mile distant — here a park and there a playground — in fact, you get the equivalent of a written guar-

and inspect this wonderful New City of Homes — or call at any of the addresses below for information?

The Estates Mortgage and Building Company will finance or build your home for you — ask about this also.

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

FREE BOOKLET

Mail coupon and we will send you full information about Palos Verdes—the New City.

PALOS VERDES
The New City

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Phone 1012W

PALOS VERDES ESTATES
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Los Angeles.

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Name .....

Address .....

A "Guaranteed" Neighborhood

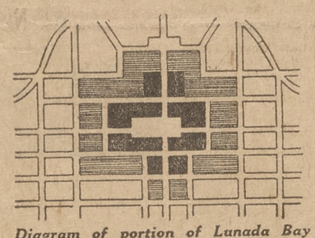

Diagram of portion of Lunada Bay District.

BLACK—Business areas.
GRAY—Hotels, apartments, courts, etc.
WHITE—Residence sites (one acre in every four reserved for parks, playgrounds, etc.)

A "Guaranteed" Neighborhood

Diagram suggests Palos Verdes Protective Restrictions. Official zoning plan definitely locates necessary business areas, entirely segregated from residential sites. Restrictions are in force till 1960 and thereafter if so voted by owners. 90 per cent of all lots are restricted to single family dwellings. Palos Verdes home builders are assured of the attractiveness of their neighbor's house—Art Jury supervises all building and developments. No industries and no objectionable businesses are permitted, and race distinctions are rigidly observed.

Conservation of trees and upkeep of parks, playgrounds, etc., all part of an elaborate general improvement plan going through on a permanent basis, irrespective of sales.

Telephone or write for Booklet—
"Protective Restrictions of Palos Verdes"

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

FREE BOOKLET

Mail coupon and we will send you full information about Palos Verdes—the New City.

Where Your Future Home Surroundings Are Forever Assured Against Business Invasion

PALOS VERDES can never be a hodge-podge city. The beauty of residential areas will never be destroyed by business interests.

Official zoning designates certain areas for business, and no more. Ample provision has been made for every possible kind of commercial activity, but the beauty of Palos Verdes residential sites will never be sacrificed to any disfigurements through industrial activity.

Stability and permanence are the outstanding features of your homesite in the New City, because when you select your lot *you know beforehand its exact relation to the business district*—you know where the hotel and apartment districts will be—the 157 acres of school sites, you will know their exact location also.

Your homesite purchase in Palos Verdes carries with it the equivalent of a written guarantee that the "outlook" which you bought is to be forever permanent. The independent Art Jury assures you of the pleasing appearance of your neighbor's house and all other residences in your immediate vicinity.

Already there are over 2500 men and women—all with a similarity of tastes and interests—who have bought their future homesites, and have obtained assurance of their future surroundings, in Palos Verdes. So you are certain as to the desirability of your neighbors.

Why not drive out to Palos Verdes TODAY—see this wonderful New City of Homes—or call any of the addresses below for information? The Estates Mortgage and Building Company will finance or build your home for you. Ask also about this.

PALOS VERDES
The New City

GENERAL SALES OFFICE: 5TH FLOOR LANE MORTGAGE BLDG., 8TH AND SPRING STREETS
HENRY CLARKE, *Director of Sales* BANK OF AMERICA, *Trustee*

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Tolton Company
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LONG BEACH
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22 American Ave.
Phone 63940

TORRANCE
Gilbert, Hansen & Page
Phone 163

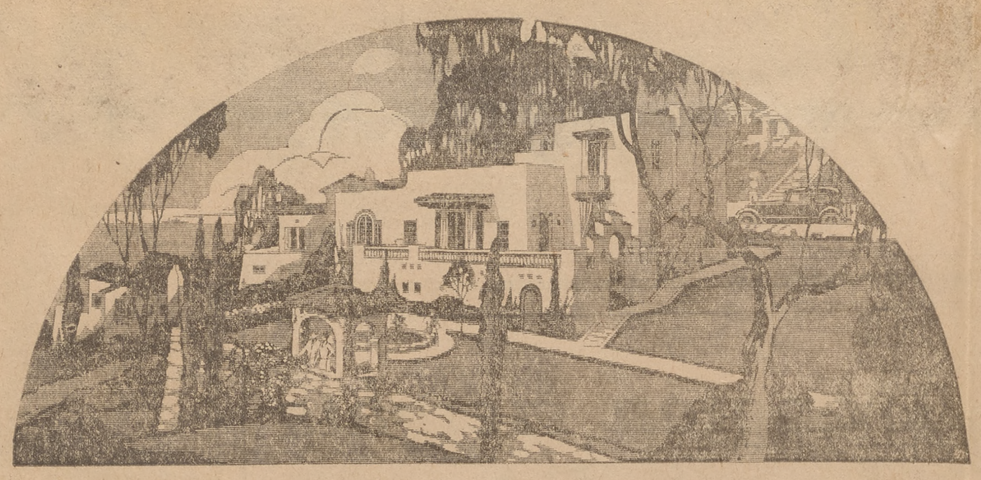
SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012W

PALOS VERDES ESTATES,
529 Lane Mortgage Bldg.,
Los Angeles.

Send free booklet and information.

Name .....

Address .....



The "Back Front"

Millions of Dollars Are Behind PALOS VERDES

1. $1,250,000.00 for improvements in 1924.
2. Building in Valmonte, Lunada Bay and Malaga Cove business Plazas begins soon.
3. $450,000.00 grass, championship golf course opens in June. $40,000 clubhouse to follow.
4. Fourteen miles of high pressure water mains.
5. Twenty miles of streets.
6. Gas and electricity on property. Telephone service assured.
7. Hundreds of thousands of trees and plants growing in nursery.
8. Fifty engineers, directed by Olmsted Brothers, carrying forward development plans.
9. Three thousand homesites sold.
10. Palos Verdes is as big as Hollywood and conservatively valued now at $17,500,000.00.

BEST ROAD

Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. By P. E. Ry.—Tickets direct from any ticket office.

FREE BOOKLET

Mail coupon, we will send information and booklet about "Palos Verdes—the New City."

A NEW note has been struck in house planning—emphasizing the *hillside home.* The greatest feature of Palos Verdes is its location and superb ocean view. Here every homebuilder is taking advantage of his maximum view—irrespective of the position of his lot to the street, and it often happens that the very finest views are obtained from where the land slopes steeply away from the road. So, what elsewhere might be an undesirable "cut and fill" lot, is, in Palos Verdes, a most-sought-after homesite.

In these hillside lots, the street is only a pleasant means of approach to the site—the living rooms, sun porches and terraces all will face toward the ocean, on the side away from the street, which in many English Country Estates is paradoxically called the "back front."

Palos Verdes has purposely taken advantage of all these situations, rather than sacrifice permanent views for flatter sites fronting on level streets.

Over 80 per cent of Palos Verdes homesites command unobstructed ocean view—permanently protected by official record.

Why not visit this New City today? Let it tell its own story, then select one of these superb hillsites for your ideal home. You will have just the surroundings you have pictured in your mind's eye, and prices are much less than you would imagine—$2000 to $6000 and up.

PALOS VERDES FINANCES HOMEBUILDING

The Estate Mortgage and Building Company—organized expressly for investors in Palos Verdes—will finance or build your home for you.

PALOS VERDES
The New City

GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BLDG., 8TH AND SPRING STREETS

HENRY CLARKE, *Director of Sales.* BANK OF AMERICA, *Trustee.*

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Los Angeles.
Phone VAndike 2481

Send free booklet and information.

Name .....

Address .....

8. Fifty engineers, under direction of famous Olmsted Brothers of Brookline, Mass., carrying forward development plans.
9. Twenty-five hundred have selected homesites.
10. Palos Verdes is as big as Hollywood and conservatively valued *now* at $17,500,000.00.

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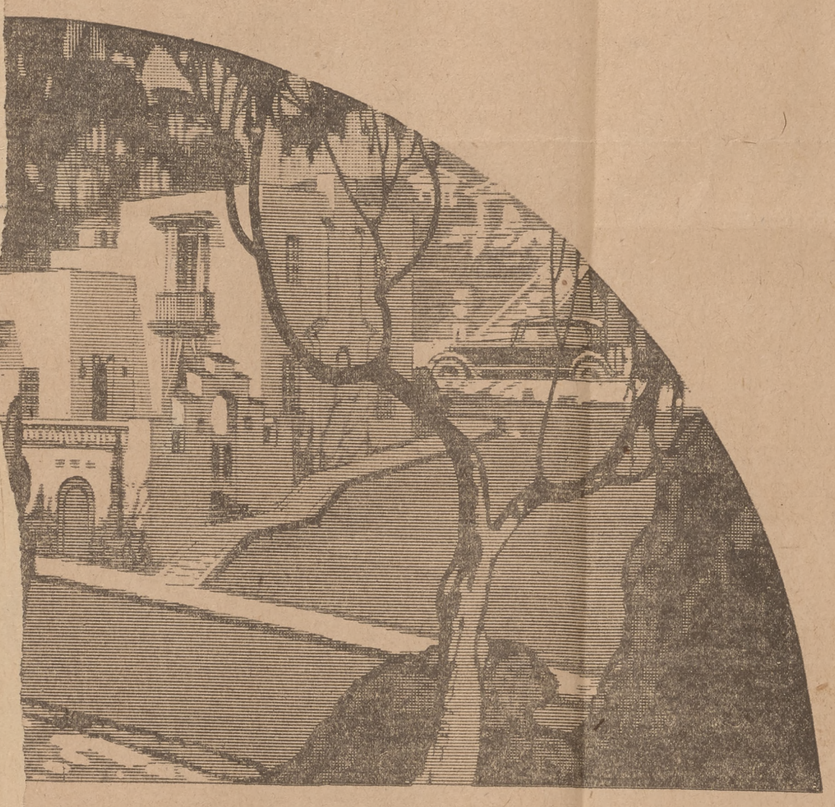

...k Front"

...s been struck ...ning in Palos ...stained empha... *...de home.*

...feature of this ...rful location— ..., and naturally ...king advantage ...respective of the ... street.

...s that the finest ...ws are obtained ...eply slopes from ... in another com... ...ndesirable "cut ...Verdes the most ... a fine home.

...hill... the street is but a pleasant means of getting to and from the site, and the street side of the house merely a means of entry and exit. The living rooms, sun porches and terraces will have their real outlook out to sea—on the side away from the street, which in some English country estates is paradoxically called the "back front."

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Over 80% of the Palos Verdes homesites command an unobstructed view of the ocean and rigid protective restrictions forever ensure the permanence of this feature.

Why not visit Palos Verdes today—let it tell you its own story. Then select one of these superb hill sites on which can be erected your ideal home, amid surroundings such as you have ever pictured in your mind's eye but which so far, you have been unable to find at a price within your means. Very desirable hillside homesites are priced from $2000 to $6000 and up.

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The Estates Mortgage and Building Co. organized expressly for Palos Verdes investors will finance your home for you.

PALOS VERDES
The New City

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8TH AND SPRING STS.
HENRY CLARK, Director of Sales
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Telephone VAndike 2481

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 63940

PALOS VERDES
Office near entrance
Malaga Cove District

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012W

PALOS VERDES ESTATES
531 Lane Mortgage Bldg.
Los Angeles.

Send me booklet and full information regarding Palos Verdes—the New City.

Name .....

Address .....

1944

At Washington Park Tuesday

—both teams and 10,000 rooters showed snap and style.

And there are a lot of those 10,000 Angel—ites t h a t when it comes to clothes would root for Haber.

Haber's
522 South Broadway
460 South Spring

$50 to $85

Miss Kathryn Wetzel, who is so busy arranging the Hollywood Christmas Ball for the Hollywood Canteen that she couldn't attend the Beaux Arts Ball, is one of the chatted-about girls we have in the year and if she could only devote more time to society she would develop into one of the most talked about girls in town. Miss Wetzel has been forgotten from the social register for some time but she is known for her beauty and is possessed of a most striking personality. Miss Wetzel is capable of driving a ball about as far as any golfer opponent of today.

PLAYS CINCINNATI STAR

Miss Doreen Kenrath has been batting merrily and successfully all week in an attempt to retain the crown which she now holds. Miss Florence Hollstein of Hollywood is the defeat yesterday of Miss Wetzel. Miss Kenrath is the champion of the Hollywood Women's Golf Association and has been for the last two years. She is a member of the Lakeside Golf Club and has been playing golf since she was a child. She is a member of the Lakeside Golf Club and has been playing golf since she was a child. She is a member of the Lakeside Golf Club and has been playing golf since she was a child.

MONTHLY AD CLUB TOURNEY

Today the Monthly golf tournament of the Advertising Club at the Los Angeles took place when upwards of fifty members presented themselves at the first tee of the Griffith Park course. Jim Jones acted as host and chairman and the day was filled with all kinds of fun and laughter. The tournament was held with the public-spirited members of the Advertising Club and the prizes were presented by Mr. Jones at the close of the tournament. The tournament was held with the public-spirited members of the Advertising Club and the prizes were presented by Mr. Jones at the close of the tournament. The tournament was held with the public-spirited members of the Advertising Club and the prizes were presented by Mr. Jones at the close of the tournament.

Vienna Goes Wild Over Coming Carp, Tourney Ring Bout

VIENNA, April 10.—The coming bout here between Georges Carpentier of France and Max Schmeling of Germany has created a furore. Over 60,000 spectators are expected to watch the fight. Carpentier is due to stay a week before the fight and will train on the Semmering. Schmeling will train at Baden. After a preliminary workout he will be transported to Semmering by motor car. The fight is scheduled for 15 rounds and will be for the European championship. It will be the first appearance of Carpentier in the ring since he was knocked out by Jack Dempsey in 1921. Carpentier is expected to weigh 175 pounds and Schmeling 190. The fight is expected to draw a number of international boxing celebrities to Vienna.

Miller, Olivas Box At Newsboys' Club

Abe Miller boxes Eddy Olivas for the 12-pound championship at the Newsboys' Club at 1:30 p.m. today. Referee Buddy Benton will officiate. Promoter Al Garcia has the semi-finals of the evening's boxing program scheduled at the Newsboys' Club at 1:30 p.m. today. Referee Buddy Benton will officiate. Promoter Al Garcia has the semi-finals of the evening's boxing program scheduled at the Newsboys' Club at 1:30 p.m. today.

Hopper Cinched to Retain One Crown

NEW YORK, April 10.—Victor Hopper, world's champion match race skipper, successfully defended his title by defeating Commodore Harold S. Vanderbilt's Vanitie in the 12-meter class by a margin of 1 minute 10 seconds over the 15-mile course off Sandy Hook. The Hopper boat will be pitted against Challenger Emilio Terruzzi's Mariella in the international competition which will be held in the waters off Marblehead, Mass., on June 19, 20 and 21. The Hopper boat will be shipped to Marblehead on June 1.

Olympic Club Plays Ironmen for Title

SAN FRANCISCO, April 10.—The Olympic Club basketball team will play the Ironmen of Los Angeles for the championship of the Pacific Coast Basketball League tonight at the Civic Auditorium. The Olympic Club has won 15 games and lost 3 while the Ironmen have won 14 and lost 4. The Olympic Club has defeated the Ironmen in two games out of the last three games played between the two teams. The Olympic Club has defeated the Ironmen in two games out of the last three games played between the two teams.

Stoneham Squashes Another Sale Report

NEW YORK, April 10.—Stoneham, president of the New York National League baseball club, today denied reports that Charles Stoneham had sold the club's franchise to Mayor Frank Hague of Jersey City. Stoneham said he had not received any offer for the club and that he had no intention of selling it. He said that he had been approached by Hague's representatives but that he had refused to sell.

Morris Schlafer Will Battle Shade

OMAHA, Neb., April 10.—Sidney Schlafer, Omaha welterweight, today signed to meet Jackie Shade of Los Angeles in a 10-round bout here April 20. Schlafer is the first fighter to be signed to meet Shade since the latter defeated Jackie Fields in a 10-round bout here April 10.

McGovern Knocks Out Williams in 5, F.

SAN FRANCISCO, April 10.—Ed McGovern of Oakland knocked out Jimmy Williams in the first round of their scheduled 10-round bout here last night. McGovern weighed 135 pounds and Williams 134. McGovern knocked out Williams with a right to the jaw.

Sprinter Defeated In Pasadena Boat

Other results: Chester Stetson (ex-Stanford) defeated Ralph Hill in the semi-windup and Mike Steel beat Sailor White in the main event. The men are to meet again next week.

Barrett, Novey Draw at Venice

Jimmy Barrett and Johnny Novey boxed a fast draw at Venice last night in the semi-windup to the main event at Vancouver won a decision over Frankie Zambito in the main event. Barrett and Novey are featherweights.

Kennedy Defeats 'Dynamite' Murphy

OAKLAND, April 10.—Billy Kennedy of Los Angeles defeated Dynamite Murphy of Oakland in a 10-round boxing match here last night.

Germany Enjoying Greatest Whirl of Sports in History

BERLIN, April 10.—Germany is in the midst of a sports boom that is probably the greatest which has ever been known in the history of the country. Six-day bicycle races, polo matches, crew races, horse shows, golf and tennis tournaments have been drawing such enormous crowds that the Olympic Stadium has been found inadequate to accommodate the throngs which have been flocking to the various sporting events. Almost every day and night there are sporting events of some kind or other being staged in Berlin and the surrounding countries to which the people flock in their thousands. Football, hockey, tennis, golf, polo, boxing, wrestling, swimming, rowing, track and field sports, motor racing, horse racing and many other sports are enjoying a tremendous boom. Many of the sporting events are being broadcast throughout the country by radio and are being followed by millions of fans. Many of the sporting events are being broadcast throughout the country by radio and are being followed by millions of fans.

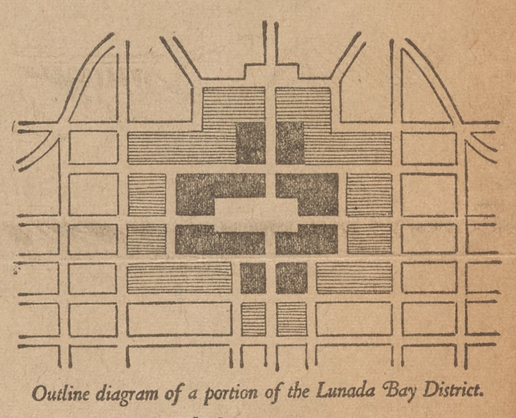
Coast

SALT LAKE CITY, April 10.—Two of three falls in the wrestling match between Jim Londos of Salt Lake and Ray Steele of Portland, Ore., here last night. They scored two falls apiece. Londos threw Steele with a flying tackle and body scissors in the first fall and Steele threw Londos with a flying mare in the second fall. Londos threw Steele with a flying mare in the second fall. Londos threw Steele with a flying mare in the second fall.

THEY BEATS 'EM

A "Guaranteed" Neighborhood

Where your future home surroundings are forever assured against business encroachment



Outline diagram of a portion of the Lunada Bay District.

BLACK—Strictly business areas.
GREY—Hotel, apartment and court sites.
WHITE—Residence sites, with one acre in every four set aside for parks, playgrounds, etc.

"A Guaranteed Neighborhood"

This diagram suggests Palos Verdes Protective Restrictions — probably the most perfect and comprehensive ever drawn up for any community. Careful zoning definitely locates the necessary areas for business, hotels, apartments, etc., at convenient intervals.

Over 90% of the total number of lots in Palos Verdes is restricted to single family dwellings.

Palos Verdes restrictions are in force till 1960, with automatic extension thereafter, on a two-thirds majority vote of property owners.

Every home builder in Palos Verdes is assured of the attractiveness of his neighbor's home.

No industries, asylums or public nuisance businesses are permitted, and race restrictions are to be rigidly observed. There will also be proper conservation of trees, parkings and mountain reservations.

Upkeep of parks, etc., will be by small annual levy, but all taxes and assessments are limited to never exceed the rate of the old city of Los Angeles.

Telephone or write for copy of booklet—
"Protective Restrictions of Palos Verdes"

PALOS VERDES can never be a hodge-podge community. The beauty of the residential areas is permanently guaranteed, and will never suffer by business encroachment.

The New City is officially zoned (see outline diagram map) to allow for so much commercial expansion, and no more. The general plan of development makes ample provision for every possible kind of business activity — three Plazas are already designed — certain areas restricted to shops, public markets and theatres — but never will Palos Verdes residence sites have to be sacrificed to commercial interests.

Your homesite in the New City is an investment in stability and permanence, such as never before has been possible in any community adjacent to a metropolitan area.

In selecting your lot *you know beforehand the exact relation of your homesite to the business district,* or the hotel and apartment section. There will be a school not more than one-half mile distant — here a park and there a playground — in fact, you get the equivalent of a written guarantee that your home surroundings are to be permanent for all time. Never can you lose the "outlook" which decided you to purchase.

Your neighbors too, will be congenial — an important point for the home builder's consideration. Not alone are Palos Verdes homesites free from the possibility of commercial encroachment, but even the personnel of the whole community is assured, because of the similarity of tastes and interests of the people who live there.

Already there are over 2500 men and women — all lovers of the beautiful and the artistic — who have chosen their future home surroundings in Palos Verdes. So you are assured of desirable neighbors, whose ideas of life and recreation will coincide with your own.

Why not drive out to Palos Verdes today and inspect this wonderful New City of Homes — or call at any of the addresses below for information?

The Estates Mortgage and Building Company will finance or build your home for you — ask about this also.

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

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8TH AND SPRING STS.
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*
Telephone VAndike 3481

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Howard H. Towle
Lobby R. Redondo Hotel
Phone 300

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 3949

PALOS VERDES
Office near entrance
Malaga Cove District

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
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Secretarial Bldg.
401 7th St.
Phone 1213-W

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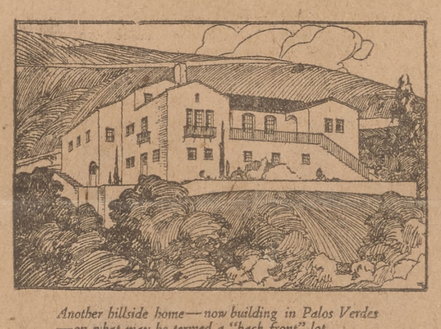
Name .....

Address .....

The "Back Front"



Another hillside home—now building in Palos Verdes —on what may be termed a "back front" lot. The architectural design of this house is distinctly Spanish, and following the natural contours of the land, has numerous balconies and terraces. Native flat stones form walks, garden fountains, etc.

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ARE BEHIND PALOS VERDES

1. $1,250,000.00 for improvements in 1924.
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4. Fourteen miles of high pressure water mains.
5. Twenty miles of new streets.
6. Gas and electricity on property. Telephone service assured.
7. Hundreds of thousands of trees and plants growing in nursery.
8. Fifty engineers, under direction of famous Olmsted Brothers of Brookline, Mass., carrying forward development plans.
9. Twenty-five hundred have selected homesites.
10. Palos Verdes is as big as Hollywood and conservatively valued *now* at $17,500,000.00.

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It therefore often happens that the finest and most protected views are obtained from where the land steeply slopes from the road. So that, what in another community, might be an undesirable "cut and fill" site, is in Palos Verdes the most sought after location for a fine home.

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Phone 1012

PALOS VERDES ESTATES
531 Lane Mortgage Bldg.
Los Angeles.

Send me booklet and full information regarding Palos Verdes—the New City.

Name .....

Address .....

Arlington Heights
Income Estates

Unparalleled Sacrifice of Magnificent
Full-Bearing Fruit Groves

THE most remarkable sale of high-grade producing orchards in the history of the fruit industry, is now in progress. Although this sale was announced only on April 12th for the first time, property aggregating nearly half a million dollars has already been purchased by local investors **alone—mostly experienced citrus men**—who know the property and the unprecedented values now offered.

This property is located in Arlington Heights, within the city limits of Riverside, and comprises upwards of three thousand acres, of which more than two thousand acres are in full-bearing oranges, lemons, grapefruit, avocados and walnuts. The land has been developed along the most scientific lines by the men who founded the Arlington Heights Fruit Company. The pioneers have passed on and the capital stock of this company is held by their heirs in England, who have ordered immediate liquidation of the Arlington Heights property.

For many years this company has held a high place in the fruit industry of California and has been an important influence in the upbuilding of the surrounding community. The important development work accomplished by this company includes the building of the Cage Canal, all of concrete, twenty miles in length. This is one of the finest irrigation systems in Southern California. The water supply is unfailing.

But the time for the Company to cease its operations has arrived and these superb, beautifully located groves, in full bearing and in perfect condition, are now offered in parcels of five acres or more **at prices which are far below the actual cost of bringing them to maturity.** And these unbelievably low prices include **permanent and ample water rights.**

Never before, to our knowledge, has any such offer been made, nor is it likely ever to be duplicated. It represents an amazing sacrifice of the most carefully developed, most productive and most wonderfully located fruit lands in California. **If this were a subdivision for profit the prices undoubtedly would be $1500 to $2500 per acre, or more—and justly so—instead of half or less.**

For people who can promptly this is the opportunity of a life-time. Get in touch with our Los Angeles office and arrange to inspect the property, that be guided by your own judgment.

Arlington Heights Fruit Company
Telephone MEtropolitan 0939
825 Story Building, Sixth and Broadway Los Angeles

Ad. No. 222

"Guaranteed Neighborhood"

Page

L.A. Examiner Apr. 6
L.A. Times Apr. 6

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Ad. No. 222-B

"Guaranteed Neighborhood"

3 x 13⅜

Ill. Daily News

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Ad. No. 222-A

"Guaranteed Neighborhood"

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bids on a 2-story apartment build-
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between Thirteenth and Fourteenth
streets, for a local client.

oilets $17

toilets, $17 and $18. They are
are serviceable.

d Automatic Water Heater, $50. In

Gallon Range Boilers, $5.

L BARGAINS

n polychrome finish, $3.50 five-light Sil-
$4.50 ea.; Fancy Colored Bowl Fixtures,

d bargains:
for plug fuse, $10; one 16-circuit, $10;
n, $10; one 3x3 ft. Elect. Billiard Slate, $10.
per ft.; Key Sockets, 10c ea.; No. 14 Hose:

DEPARTMENT

this department:
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.75; All-steel Wheelbarrows, $8.00.
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gallon, in white and gray; Old Ivory
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of Wallpaper and Paperhanging Tools.

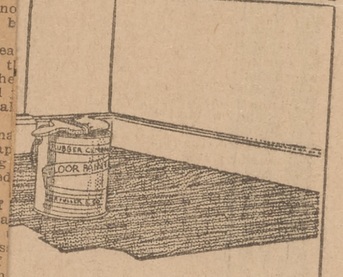
OORS

2-8x6-8 Five-panel Doors, $2.50 ea.;
Doors, $6.00; Ironing Boards, $5.50;
set), $9.

AGE DEPT.

NG-MEAD

venue, near Santa Fe Avenue
HUmbolt 7894



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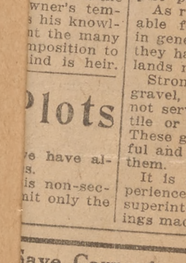

Save Carpenters' Time—Use
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CONSTRUCTION MACHINERY
of Calif.
Woodworking Machinery, Contractors' Equipment
E. 3rd St., Los Angeles
Phone

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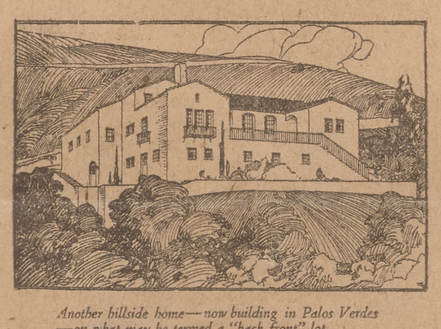
The "Back Front"



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In all such hillside lots, the street is but a pleasant means of getting to and from the site, and the street side of the house merely a means of entry and exit. The living rooms, sun porches and terraces will have their real outlook out to sea—on the side away from the street, which in some English country estates is paradoxically called the "back front."

Palos Verdes has deliberately taken advantage of these situations, even in some cases to the extent of extra labor in development, rather than sacrifice permanent views for flatter sites fronting on level streets.

Over 80% of the Palos Verdes homesites command an unobstructed view of the ocean and rigid protective restrictions forever ensure the permanence of this feature.

Why not visit Palos Verdes today—let it tell you its own story. Then select one of these superb hill sites on which can be erected your ideal home, amid surroundings such as you have ever pictured in your mind's eye but which so far, you have been unable to find at a price within your means. Very desirable hillside homesites are priced from $2000 to $6000 and up.

PALOS VERDES FINANCES
HOME BUILDING

The Estates Mortgage and Building Co. organized expressly for Palos Verdes investors will finance your home for you.

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The New City

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Address .....

Arlington Heights
Income Estates

Unparalleled Sacrifice of Magnificent
Full-Bearing Fruit Groves

THE most remarkable sale of high-grade producing orchards in the history of the fruit industry, is now in progress. Although this sale was announced only on April 12th for the first time, property aggregating nearly half a million dollars has already been purchased by local investors **alone—mostly experienced citrus men**—who know the property and the unprecedented values now offered.

This property is located in Arlington Heights, within the city limits of Riverside, and comprises upwards of three thousand acres, of which more than two thousand acres are in full-bearing oranges, lemons, grapefruit, avocados and walnuts. The land has been developed along the most scientific lines by the men who founded the Arlington Heights Fruit Company. The pioneers have passed on and the capital stock of this company is held by their heirs in England, who have ordered immediate liquidation of the Arlington Heights property.

For many years this company has held a high place in the fruit industry of California and has been an important influence in the upbuilding of the surrounding community. The important development work accomplished by this company includes the building of the Cage Canal, all of concrete, twenty miles in length. This is one of the finest irrigation systems in Southern California. The water supply is unfailing.

But the time for the Company to cease its operations has arrived and these superb, beautifully located groves, in full bearing and in perfect condition, are now offered in parcels of five acres or more **at prices which are far below the actual cost of bringing them to maturity.** And these unbelievably low prices include **permanent and ample water rights.**

Never before, to our knowledge, has any such offer been made, nor is it likely ever to be duplicated. It represents an amazing sacrifice of the most carefully developed, most productive and most wonderfully located fruit lands in California. **If this were a subdivision for profit the prices undoubtedly would be $1500 to $2500 per acre, or more—and justly so—instead of half or less.**

For people who can promptly this is the opportunity of a life-time. Get in touch with our Los Angeles office and arrange to inspect the property, that be guided by your own judgment.

Arlington Heights Fruit Company
Telephone MEtropolitan 0939
825 Story Building, Sixth and Broadway Los Angeles

S FOR DESIGNS

ze for its architect, Wallace Neff

Honor Awarded lifornia Chapter ute of Architects

red and thirty peo- e dinner given by lifornia Chapter of nstitute of Archi- y Louise Tea Room, occasion of the an- of certificates of al chapter for meri- architecture. ers of the Southern er and several city were present about luding owners and the buildings hon-

was displayed in by Arthur M. Ellis eles Historical So- rly history of Los 47.

wards for 1923 were careful inspection n of the actual work s by a jury of three, Galen Howard and of San Francisco rsons of Chicago. ported that although material submitted last, that the work ellence equal to that rs. and that in the ll houses, the work to anything before

elt that these small ir simple, straight- ctural designs, and ability to Southern uld be especially

tes of honor were illiam J. Dodd, vice State Board of Ar- llows, the first name ng that of the owner and the second the chitect to whom the de:
Helm, Los Angeles; tson.
Hunt, Linda Vista; Pelt & Maybury.
Eagle Rock; Harbin

n M. Winslow, Los eton M. Winslow.
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owned by Witmer Witmer & Watson.
mmond Libbey, owner y Country Club; E.

rpe, owner of Thorpe enth and Parkview, Morgan, Walls &

Co., owner of Mag- Hollywood boulevard,

Big Apartment Homes Popular

Apartment homes that are every bit as large as the average bungalow with which Southern California is so familiar, it is pointed out, are becoming more and more a feature of apartment house activities here.

The latest of these to be opened The Ardmore, owned by Mrs. Lydia Engstrum and located at 620 South Ardmore avenue, is one of the city's most attractive establishments of its kind.

Sixteen five-room apartments are included in the building, eight of them elaborately furnished, and eight of them unfurnished. They have the spacious living and sleeping rooms usual in a private home, with services and conveniences that are generally to be found only in the best-appointed hotels.

WOODHEAD LIMBER COMPANY

OK FLOORING LAID OER THE OLD FLOOR

ere's good news for folks who have not oaloors in all the rooms of their houses:

t a surprisingly low cost and with minimubother, you can have a fine 3/8-inch oak flong laid **right over your old floor.**

is not necessary to tear up the floor. Thbeautiful, modern oak floor can be laid qukly, without disrupting the household anmore than laying a new carpet.

[othing improves the home so much as oafloors. They are sanitary, easily cleaned anare a delight to all the members of the faly. Give your home the benefits of oak flcing without delay.

'hone or write us the size of the rooms yowish to floor and we will cheerfully let yoknow the cost of the material.

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HOW INVITING are well-painted porch and steps! They bespeak the spirit of good cheer within doors — extend a welcome to guests even before the ring of the door bell.

Fuller Porch and Step Paint is easy to apply and covers unusually well. It withstands moist or dry

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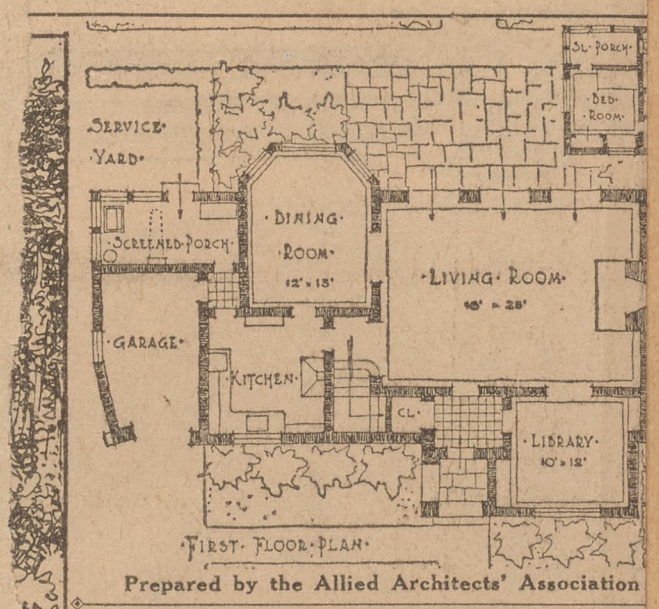
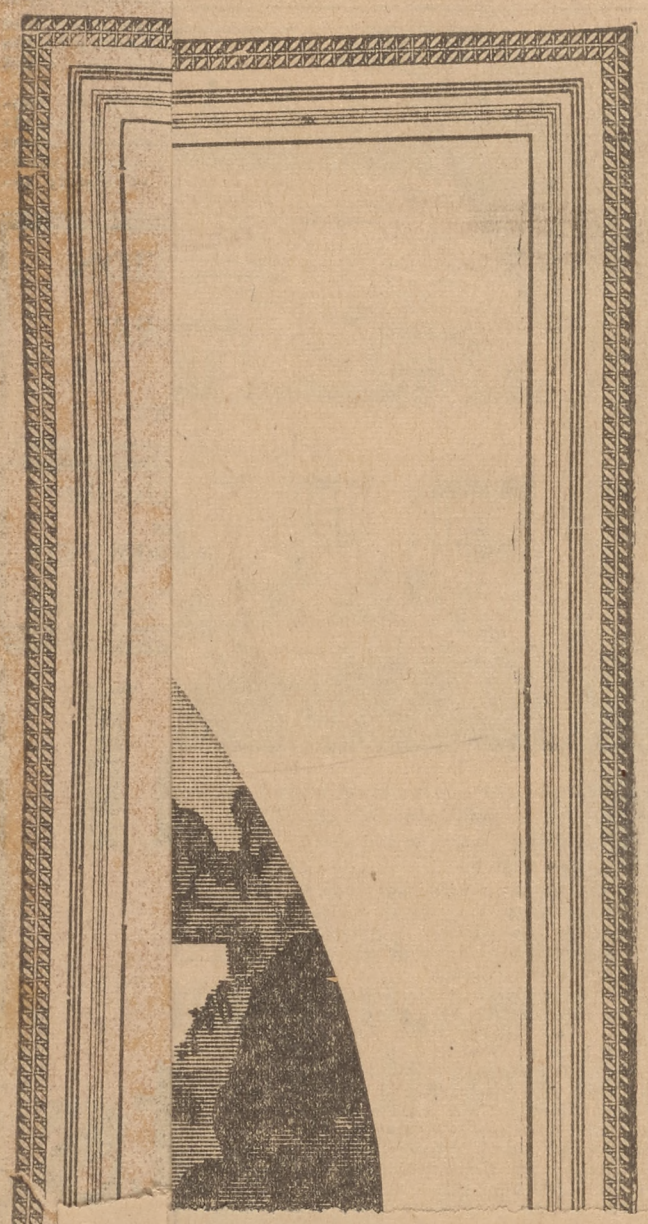


Prepared by the Allied Architects' Association

is carefully studied. The general appearance of the house reflects the comfort and interior.



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Send in Your Mail Orders.
We cannot hold this price longer than the 10 days. These fixtures are too good a buy to pass up. If you need them anytime in the next several months to come, send in your money and buy them now. Don't wait for embargoes or quarantines to be lifted. This is a value opportunity of too great importance to overlook.

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New 2.6x6.6 and 2.8x6.8 One-Panel Ores
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Be sure and see this. It is a real bargain.
One-story, 12x16 feet, second-hand Garage
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Steam Radiators, in lots of 25, 75c per
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Anchors, 40c to 75c each; Second-Hand Brick,
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plex Fireless Stoves, aluminum lined
Desks, $12; Quartered Oak Desks, $4
nets, $55; Mahogany Office Desks,
chairs, $4.00 to $5.00 ea.; White En
Kitchen chairs, unfinished, $2.25
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1710½ North Vermont Avenue
HOLLYWOOD BRANCH
BRANCH OFFICES
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Why Mr. and Mrs. A. E. Cameron chose a P
Verdes hillside for their permanent home.

HAVE you ever—perhaps on
tion—got up to see a sun
the ocean, and felt a stir wi
to go and do something wort
That's *inspiration.*

Maybe it came to you, 'way back so
on a never-to-be-forgotten day on a mou
with the world as your footstool. It
clearly that it put new life into you
enriched it—made it nearer what it s
That was the voice of inspiration, too.

Nature has given us Palos Verdes as
inspiration to homebuilders in Souther
nia. The location is ideal—on gent
ground, terrace on terrace from the w
to the highest point 1400 feet above.
of all homesites command a perman
structed ocean view. The developmen
provements already in, together with
under construction, will total over $
(exclusive of cost of land) by the close of this year, and will ensure for Palos Verdes an environment second to no other residential city in the United States.

Spanish Residence, now building, on Malaga Terrace — elevation 600 feet—overlooking Ocean and Beach Cities. Designed by Kirtland Cutter, Architect, Long Beach.

Kirtland Cutter, Architect, Long Beach.

inspiration

[Why Mr. and Mrs. A. E. Cameron Chose Palos Verdes for Their Permanent Homesite]

HAVE you ever got up to see a sunrise over the ocean and felt it stir you to go and do something worth while?

That's *inspiration.*

Maybe, one day long ago, it spoke to you on a mountain top, with the world as your footstool—so clearly that it gave you new life, a new outlook on things.

That was the voice of inspiration, too.

Palos Verdes is nature's own inspiration to the homebuilders of Southern California. The location is ideal—on gently rising ground, terrace on terrace from the water's edge to the highest point 1400 feet above. Over 80% of all homesites command a permanent and unobstructed ocean view. Improvements already in and under construction will total over $2,250,000.00 (excluding cost of land) by the end of this year. Palos Verdes will have an environment second to no other residential city in the United States.

Imagine Mr. Cameron's outlook—the emerald-blue of the Pacific—the purple of the western sky—the soft shades of the mountains sloping to the sea—the beach cities at the water's edge below—while around your feet, as flowers in a garden, the lovely homes on Palos Verdes.

Palos Verdes offers inspiration to an unusual degree—and because of this, Mr. and Mrs. Cameron have chosen the New City, out of all other residential districts, as their future home.

Over 3000 men and women have felt the inspiration of Palos Verdes and have selected their homesites there. Many desirable locations are *still available at prices ranging from $2000 to $6000 and up.*

Drive out today, or call at any of the addresses below for information.

BEST ROAD
Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. By P. E. Ry.—Tickets direct from any ticket office.

FREE BOOKLET
Mail coupon, we will send information and booklet about "Palos Verdes—the New City."

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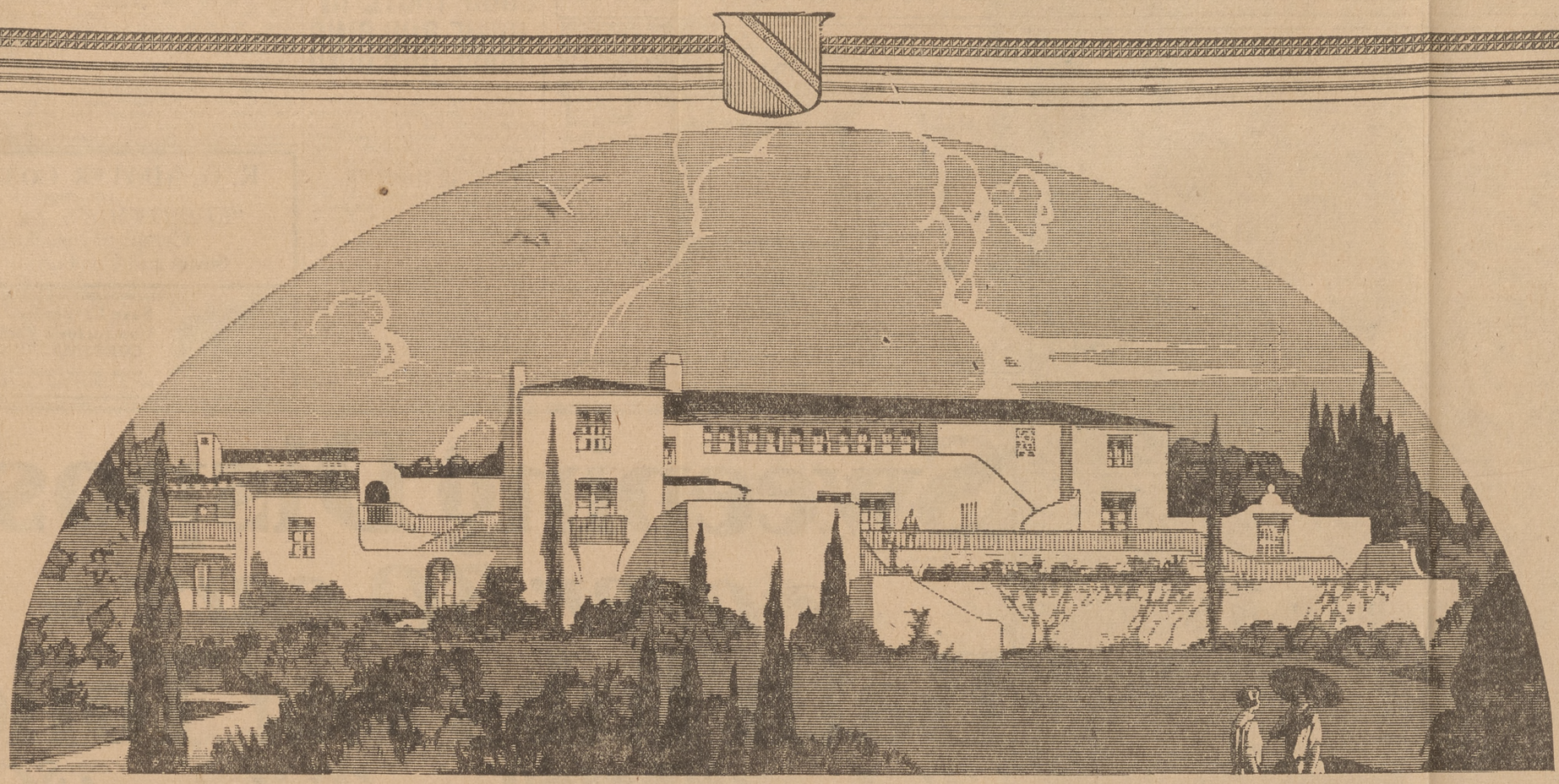


RESIDENCE OF MRS. ELLA D. CAMPBELL - DESIGNED TO FIT NATURE'S OWN PLAN - ON A PALOS VERDES HILLSIDE

A Dream Realized

IF you had Aladdin's Lamp and set out to create the Beautiful City of Happiness, how would you go about it? You would first choose the finest location in the world. For its setting a blue sea with sparkling waves surging on a silver beach. Some rocky bays, jutting promontories and quiet inlets, for your recreation; and, as a background, the purple mountains, for the peace of your soul.

℄ *Palos Verdes has all these.*

You would then build your City on a hill overlooking all, you would clothe its slopes with trees and verdure, and bathe it in sunshine the year round.

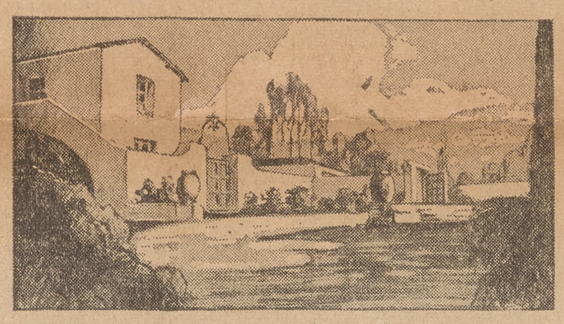
℄ *Palos Verdes has this, too.*

You would keep your City a place apart, a place of Contentment, a place where you might live forever free from disturbing sights and sounds — where no unlovely thing could mar the natural surroundings.

℄ *Palos Verdes is this, also.*

You would want people who lived there to think as you, and live as you. The homes they should build would be designed to "fit the picture." The whole neighborhood would be laid out so that the works of Nature and the works of man were in the right proportions.

℄ *Palos Verdes is doing this.*



South wing of the Campbell residence showing Mission style entrance. Garage and Spanish garden walls, in their setting of flowers and shrubs, complete a picture restful and in perfect taste.
Kirtland Cutter, Architect, Long Beach.

You would carefully plan for the better life of the Children of your City. Many good schools — wide, open spaces for recreation—a chance to develop the better type of manhood which shall inhabit the City.

℄ *Palos Verdes has done this.*

So that your City should continue to develop along your original lines, you would place Restrictions to protect the interests of those who shall come after you have gone. You would institute authority to permanently maintain all the good things so created.

℄ *Palos Verdes has already done this, too.*

And then, with your New City well under way, knowing its future, you would make it easy for people to come there, by making it accessible, by highways, by modern improvements and by financial assistance in building their homes. Acres of land would be reserved for parks with fountains, trees and flowers—the kind of place that brings more health and happiness than usually falls to the average man.

℄ *Palos Verdes is just such a place.*

Mrs. Campbell, knowing all this, is building in Palos Verdes the beautiful home illustrated.

Do not delay any longer. Drive out to Palos Verdes TODAY. Your ideal homesite is waiting for you. It may not cost nearly as much as you think. *Prices are from $2000 to $6000 and up.*

BEST ROAD

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The LOG of the GOOD SHIP MARRIAGE

By ESTELLE LAWTON LINDSEY

HERE is a suggestion which should tend to increase harmony among neighbors. Perhaps we individually have the right to be tactless. But we clearly have no right to make our neighbors suffer because of our carelessness. We do this, however, when we keep our radios and victrolas going at full blast when we know that others are trying to read or sleep. Some of us are not even conscious of the fact that we are disturbing others. We are so used to the noise that we do not realize that it is annoying to others. Others of us are conscious of the fact that we are disturbing others, but feel that we have a right to do so. Neither of these attitudes is correct. We have no right to disturb others, and we should be conscious of the fact that we are disturbing others. Let us be considerate of our neighbors' rights.

Q. Would you please develop my personality?

A. Personality is a difficult thing to develop. It is a good habit and a matter of growth. Personality is the sum total of all the habits of a person. Habits are formed by doing the same thing over and over again. Therefore, if you want a good personality, think of the things that are lovely and of good report, and do the things that are worthy of praise. Personality is the result of the habitual thinking and doing of the right things.

Q. I was married in 1921 to a man who seemed to be hard-working and possessed a fair amount of property. Now I find that he has been living a double life. He has been married before and has a child by his former wife. He has been supporting them and has given them most of his property. I have a baby girl and am left penniless. What can I do?

A. As the law stands it is very difficult for you to get anything from your husband. You should have investigated his record before you married him. You have been married only a short time and have no claim on his property. You should get a divorce and try to forget him.

Q. Do you think it is right for a man to keep company with a girl for two years and then suddenly stop coming to see her without any explanation?

A. No, I do not think it is right. He owes her an explanation. Perhaps he has found that he does not love her enough to marry her, and if he has found this out he should tell her so. It is unfair to keep her waiting for him when he knows that he does not intend to marry her.

Q. I am married and have been living with my husband for seven years. We have had our ups and downs, but I have always been true to him. Now he has accused me of being untrue to him and has left me. I am heartbroken. What can I do to win him back?

A. Write him a letter telling him that you are sorry for anything you may have done to displease him, and that you will be true to him in the future. Tell him that you love him and that you want him to come back to you. Then be sure that you do not see any other men

RESIDENCE OF MRS. ELLA D. CAMPBELL · DESIGNED TO FIT NATURE'S OWN PLAN · ON A PALOS VERDES HILLSIDE

A Dream Realized

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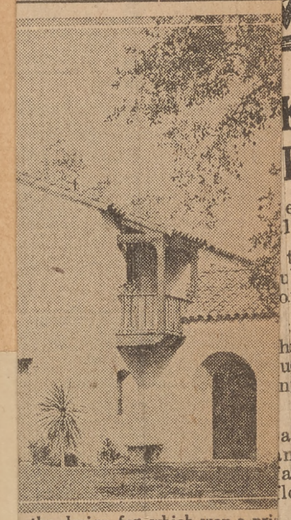

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ere's good news for folks who have not
loors in all the rooms of their houses:

t a surprisingly low cost and with mini-
bother, you can have a fine 3/8-inch oak
ong laid **right over your old floor.**

is not necessary to tear up the floor.
beautiful, modern oak floor can be laid
ckly, without disrupting the household
more than laying a new carpet.

Nothing improves the home so much as
floors. They are sanitary, easily cleaned
nare a delight to all the members of the
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cing without delay.

Phone or write us the size of the rooms
you wish to floor and we will cheerfully let
you know the cost of the material.

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"EVERYTHING IN BOILERS"
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Steam and Combustion Engineers

for Porch and Steps

use Fuller Porch and Step Paint

HOW INVITING are well-painted porch and steps! They bespeak the spirit of good cheer within doors — extend a welcome to guests even before the ring of the door bell.

Fuller Porch and Step Paint is easy to apply and covers unusually well. It withstands moist or dry

Ninth at M
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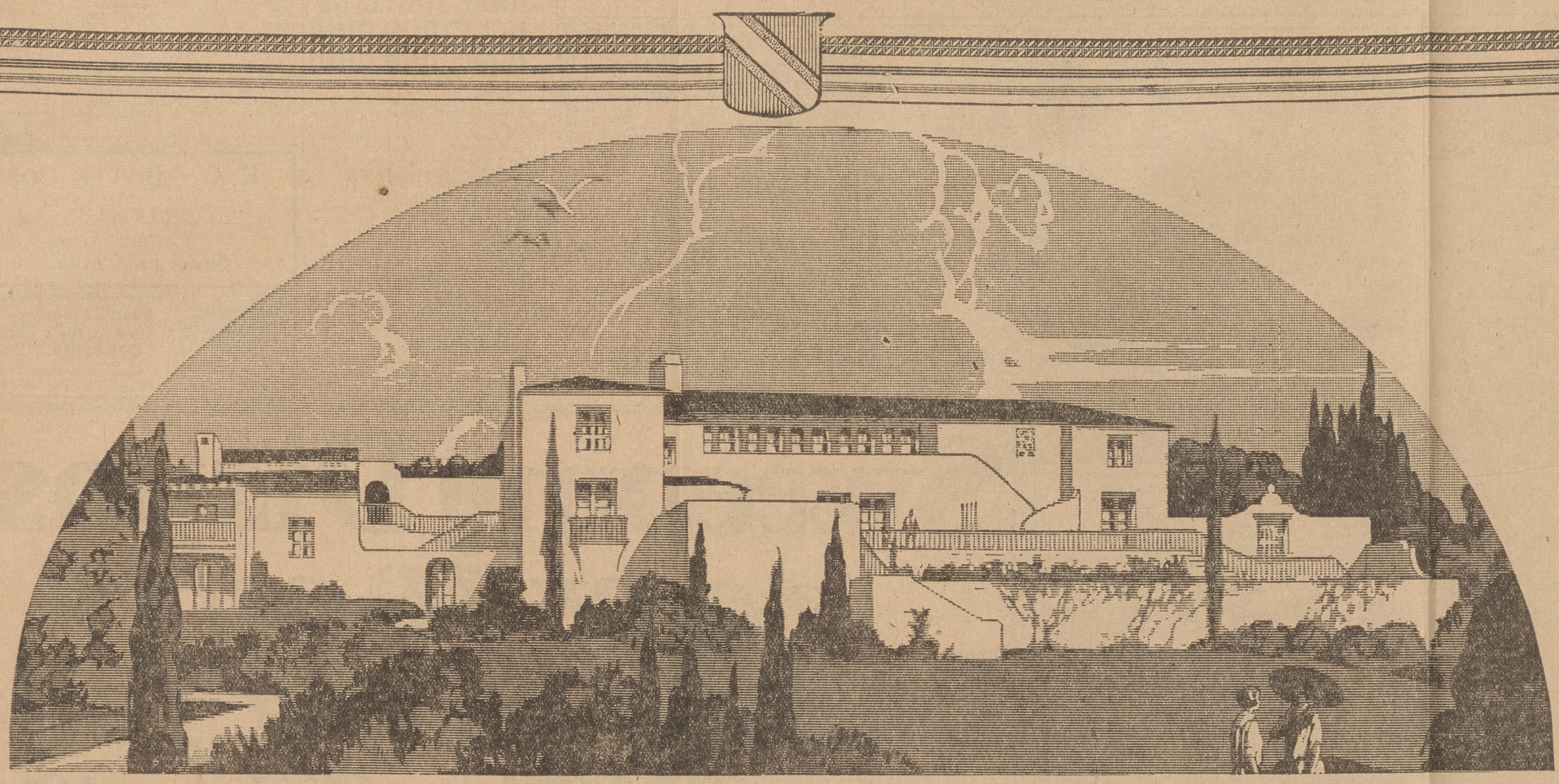


RESIDENCE OF MRS. ELLA D. CAMPBELL - DESIGNED TO FIT NATURE'S OWN PLAN - ON A PALOS VERDES HILLSIDE

A Dream Realized

IF you had Aladdin's Lamp and set out to create the Beautiful City of Happiness, how would you go about it? You would first choose the finest location in the world. For its setting a blue sea with sparkling waves surging on a silver beach. Some rocky bays, jutting promontories and quiet inlets, for your recreation; and, as a background, the purple mountains, for the peace of your soul.

℄ *Palos Verdes has all these.*

You would then build your City on a hill overlooking all, you would clothe its slopes with trees and verdure, and bathe it in sunshine the year round.

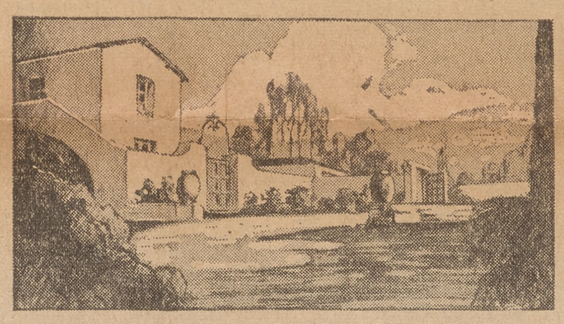
℄ *Palos Verdes has this, too.*

You would keep your City a place apart, a place of Contentment, a place where you might live forever free from disturbing sights and sounds — where no unlovely thing could mar the natural surroundings.

℄ *Palos Verdes is this, also.*

You would want people who lived there to think as you, and live as you. The homes they should build would be designed to "fit the picture." The whole neighborhood would be laid out so that the works of Nature and the works of man were in the right proportions.

℄ *Palos Verdes is doing this.*



South wing of the Campbell residence showing Mission style entrance. Garage and Spanish garden walls, in their setting of flowers and shrubs, complete a picture restful and in perfect taste.
Kirtland Cutter, Architect, Long Beach.

You would carefully plan for the better life of the Children of your City. Many good schools — wide, open spaces for recreation—a chance to develop the better type of manhood which shall inhabit the City.

℄ *Palos Verdes has done this.*

So that your City should continue to develop along your original lines, you would place Restrictions to protect the interests of those who shall come after you have gone. You would institute authority to permanently maintain all the good things so created.

℄ *Palos Verdes has already done this, too.*

And then, with your New City well under way, knowing its future, you would make it easy for people to come there, by making it accessible, by highways, by modern improvements and by financial assistance in building their homes. Acres of land would be reserved for parks with fountains, trees and flowers—the kind of place that brings more health and happiness than usually falls to the average man.

℄ *Palos Verdes is just such a place.*

Mrs. Campbell, knowing all this, is building in Palos Verdes the beautiful home illustrated.

Do not delay any longer. Drive out to Palos Verdes TODAY. Your ideal homesite is waiting for you. It may not cost nearly as much as you think. *Prices are from $2000 to $6000 and up.*

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

FREE BOOKLET

Mail coupon and we will send you full information about Palos Verdes — the New City.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
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8TH AND SPRING STS.
HENRY CLARKE, *Director of Sales*
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LONG BEACH
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Phone 611249

PALOS VERDES
Office near entrance
Malaga Cove District

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012W

PALOS VERDES ESTATES
538 Lane Mortgage Bldg.
Los Angeles.

Send me booklet and full information regarding Palos Verdes—the New City.

Name .....

Address .....

1944

Ad. No. 222-B

A Guaranteed Neighborhood

Title

Appeared in Date 4/9

Ill. Daily News

Space 13 x 13 1/2

A "Guaranteed" Neighborhood

where your future home surroundings are forever assured against business encroachment

PALOS VERDES can never be a hodge-podge city. The beauty of residential areas will never be destroyed by business interests.

Official zoning designates certain areas for business, and no more. Ample provision has been made for every possible kind of commercial activity, but the beauty of Palos Verdes residential sites will never be sacrificed to any disfigurements through industrial activity.

Stability and permanence are the outstanding features of your homesite in the New City, because when you select your lot you know beforehand its exact relation to the business district—you know where the hotel and apartment districts will be—the 157 acres of school sites—you will know their exact location also.

Your homesite purchase in Palos Verdes carries with it the equivalent of a written guarantee that the "outlook" which you bought is to be forever permanent. The independent Art Jury assures you of the pleasing appearance of your neighbor's house and all other residences in your immediate vicinity.

Already there are over 2500 men and women—all with a similarity of tastes and interests—who have bought their future homesites, and have obtained assurance of their future surroundings, in Palos Verdes, so you are certain as to the desirability of your neighbors.

Why not drive out to Palos Verdes TODAY—see this wonderful New City of Homes—or call any of the addresses below for information? The Estates Mortgage and Building Company will finance or build your home for you. Ask also about this.

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

FREE BOOKLET

Mail coupon and we will send you full information about Palos Verdes—the New City.

PALOS VERDES
The New City

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th & Spring Sts.
HENRY CLARKE, Director of Sales — BANK OF AMERICA, Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 639-40

PALOS VERDES
Office near entrance
Malaga Cove District

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012-W

PALOS VERDES ESTATES — Telephone VAndike 2481
528 Lane Mortgage Bldg., Los Angeles.
Send me free booklet and information about Palos Verdes.

Name _____

Address _____

...ising medium in San Francisco.

...ly suspended from Greenfield points south.

Kirtland Cutter, Architect

inspiration

Why Mr. and Mrs. A. E. Cameron chose Palos Verdes for their permanent homesite

Have you ever got up to see a sunrise over the ocean and felt it stir you to go and do something worth while?

That's INSPIRATION.

Maybe, one day long ago, it spoke to you on a mountain top, with the world as your footstool, so clearly that it gave you new life, a new outlook on things.

That was the voice of inspiration, too.

Palos Verdes is nature's own inspiration to the homebuilders of Southern California. The location is ideal—on gently rising ground, terrace on terrace from the water's edge to the highest point 1400 feet above. Over 80 per cent of all homesites command a permanent and unobstructed view of ocean. Improvements already in and under construction will total over $2,250,000 (excluding cost of land) by the end of this year. Palos Verdes will have an environment second to no other residential city in the United States.

Imagine Mr. Cameron's outlook—the emerald-blue of the Pacific—the purple of the western sky—the soft shades of the mountains sloping to the sea—the beach cities at the water's edge below—while around your feet as flowers in a garden the lovely homes on Palos Verdes.

Palos Verdes offers inspiration to an unusual degree—and because of this Mr. and Mrs. Cameron have chosen the New City out of all other residential districts as their future home.

Over 3000 men and women have felt the inspiration of Palos Verdes and have selected their homesites there. Many desirable locations are still available at prices ranging from $2000 to $6000 and up.

Drive out today or call at any of the addresses below for information.

BEST ROAD—Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. By P. E. Ry. —Tickets direct from any ticket office.

FREE BOOKLET. Mail coupon, we will send information and booklet about "Palos Verdes — the New City."

PALOS VERDES
The New City

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th and Spring Sts.

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Director of Sales

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REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

PALOS VERDES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 611-249

TORRANCE
Gilbert, Hansen & Page
Phone 166

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012-W

Palos Verdes Estates,
536 Lane Mortgage Bldg.,
Los Angeles. VAndike 2481

Send me free booklet about Palos Verdes.

Name _____

Address _____

Ad. No. 224-B
Inspiration
Title
Appeared in Ill Daily News Date 4/23
Space 3x13 1/3

Ad.No. 220

"Examiner Prize House"
Title

Appeared in Euclidean Date April

Space Page

EXAMINER PRIZE HOUSE
PALOS VERDES

The Prize House (Examiner Small Home Contest) is nearing completion at Palos Verdes. The low pitched Spanish design—reminiscent of the mission atmosphere—is particularly adaptable to the balmy climate of Palos Verdes.

The walled-in garden, overlooking Malaga Cove, offers great inducements for out-of-door living. In its sunny patio one may dine or rest with all the privacy afforded within the walls of the house. House designed by Lefler B. Miller.

PALOS VERDES
The New City

General Sales Office, Lane Mortgage Building
Henry Clarke, Director of Sales
Bank of America, *Trustee*

Across Fairways and Greens to Blue Ocean

VISION here a game—on close-clipped fairways and greens—with the ocean, blue as a Mandarin skirt, at your feet. Soft breezes refresh you; the flash of silver surf on tawny cliffs and gleaming sands paints at each tee a new picture for your enjoyment.

Utterly different—wholly satisfying—Palos Verdes Golf Course, open for play about June, brings to the New City an unsurpassed 18-hole, grass, seaside course of championship length. You may play here every day over rolling hills where every hole is different and the *natural* hazards are a challenge to your skill.

Construction of the beautiful $40,000.00 golf clubhouse begins within thirty days.

It all belongs to you—you who choose your home in Palos Verdes. A Golf Course at your door!

Consider well before you go elsewhere. Famous architects and landscape designers are building for you an ideal, residential City by the Sea. With its winding avenues, splendid sites and wise restrictions you may at moderate prices ($2000 to $6000 and up) choose in Palos Verdes a place to live always where there is ample opportunity for recreation and free and spacious living.

PALOS VERDES
The New City

GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BUILDING, *EIGHTH* AND SPRING STREETS
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*

Ad. No.
Across Fairways & Greens
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Appeared in
Date April
California Sports
Space Page

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TON, April 29. — An ll be reached by the ouse conferees on the migration question to- rding to word reach- e House late today. nature of the agree- t disclosed, it was be- uld permit President take some action to licate situation which th Japan over the ex- proposal.

League Chief lidge on Jap Bill

NTO, April 29. — A President Coolidge say- e people of California resent any capitula- n" on the question of ion bill now pending, day by Senator J. M. dent of the Japanese gue.

Ad.No. 225-B
A Dream Realized
peared in Date 4/30
Ill. Daily News
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UNION PACIFIC SYSTEM — OVERLAND ROUTE

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—Five full days at Camp Curry (meals and lodging) and transportation and Pullman round trip from Los Angeles.

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ORT HOTEL & TRAVEL GUIDE

Transportation

TALINA ISLAND TRIP

The round trip, transportation only, from Los Angeles is $3.10. Glass Bottom Boat Ride separately, 75c. Luncheon at Hotel St. Catherine, $1.25. Leaves Sixth and Main Streets 9 a. m. daily, returning arrive 7 p. m. $10 two days. $15 three days, incl. room and meals.
Catalina Ticket Office
Sixth and Main. Ph. TRinity 2961.

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TEN SCHEDULES DAILY
"ALWAYS ASK FOR"
Motor Transit Stages
5th and Los Angeles Sts. MEtpoltn. 3850

CKWICK STAGES
ious 6 and 8-cylinder coaches. Low fares. San Fran- and Portland—5 through stages daily. San Diego—12 daily. Depot, 6th and Maple Ave. Ph. TRinity 6501.

Catalina Island and Its Resorts

TOYON CAMP FOR GIRLS
d, three miles from Avalon; open to all schools; all land and water sports; horseback al feature this season. Girls may bring their own horses to camp; tutoring if desired. July 1 to August 12, post-season August 15 to September 24. Students may enter e in post-season. For information and literature address
MRS. D. F. LAURIE, Director, 1008 West Adams Street, Los Angeles

Jacumba Hot Springs and Its Resorts

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CALIFORNIA

ON MEXICAN BORDER AND PAVED STATE HIGHWAY—Midway between San Diego and Imperial Valley, reached by PICKWICK STAGES and S. D. and A. Ry. In all the world no healing hot mineral water equal; new, modern bathhouse, hotels, apts., bungalows; in the country, just like a city.
B. L. VAUGHN, Owner and Manager

Laguna Beach and Its Resorts

ber's Open Visitors

ANDERBILT, d publisher of ily News, has on to the pub- scribers of the News to visit ht this week. visitors will gh the entire t. The first en through at the second at e guides will ment and pur- ferent depart-

KID McCOY BECOMES JULIAN DETECTIVE

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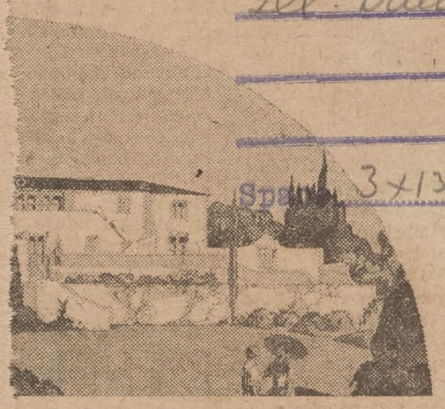
"Detective" Selby is chief special agent for the C. C. Julian oil interests and is detailed to search for those who rob Julian collectors or filling station attendants.

Elihu Root in S. F.

SAN FRANCISCO, April 29.—Elihu Root, New York lawyer and statesman, is a visitor in San Francisco. Convalescent from two operations, Root hopes to find improved health here. He and Mrs. Root are guests of their daughter, wife of Maj. U. S. Grant, assistant United States engineer.

Ad No. 225-B
A Dream Realized
Appeared in Date 4/30
Ill. Daily News
Space 3x13½



bell on a Palos Verdes Hillside

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Full information on request
El Paso and Southwestern System
L. H. TRIMBLE, General Agent
532 Van Nuys Bldg.
Phone TRinity 4091, or any Southern Pacific Ticket Office

EL PASO & SOUTHWESTERN — SOUTHWESTERN ROUTE

ESIDNCE OF MRS. ELLA D. CAMPBELL ON A PALOS VERDES HILLSIDE.
—Kirtland Cutter, Architect.

A Dream Realized

IF YOU had Aladdin's Lamp and set out to create the Beautiful City of Happiness, how would you set about it? You would first choose the finest location in the world. Blue sea, sparkling waves—a silver beach, rocks, promontories, quiet inlets and, as a background, the purple mountains.

Palos Verdes has all these.

¶ Your City would be a place apart—of Contentment—where you might live forever free from Discord, where no unlovely thing could mar its natural beauty.

Palos Verdes is this, too.

¶ The people who lived there would think, and live as you. Their homes would be designed to "fit the picture." The whole City would be laid out so that the works of Nature and the works of man were in correct relation.

Palos Verdes is doing this.

¶ You would carefully plan for the Children—better schools—wide, open spaces for playgrounds—the better to develop a higher type of manhood.

Palos Verdes has done this.

¶ So that your City should continue to develop, there would be Restrictions to protect the interests of those coming after you had gone. Properly constituted authority would permanently maintain the good things you created.

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¶ And then, with the future assured, you would make it easy for people to come there and live—highways—modern improvements—financial help in building. There would be parks with fountains, trees and flowers—the kind of place bringing more health and happiness than the average.

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Do not delay any longer. Drive out to Palos Verdes today. Your ideal home is waiting you — it may cost you far less than you think. *Prices are ranging from $2000 to $6000 and up.*

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PALOS VERDES

New City - where Home Estates cost but $2000 and up

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TORRANCE
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POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
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Phone 1012W

PALOS VERDES ESTATES,
541 Lane Mortgage Bldg.,
Los Angeles.
Send free booklet and information.

Name . . . . . .

Address . . . . . .

Space

Ad. No.
Title
Appeared in
Date

U. S. GRAND JURY CALLS M'LEAN IN FIGHT FILM PROBE

WASHINGTON, April 29.—Edward B. McLean, Washington publisher, has been subpoenaed to appear before a federal grand jury in Newark, N. J., tomorrow morning.

It is understood he will testify concerning motion pictures of the Dempsey-Carpentier fight which are said to have been exhibited at his home here before a group of government officials.

McLean was served at his home here by a deputy United States marshal, who afterward declared the publisher accepted service readily. It was later said that McLaren will leave for New York at midnight.

Attempts to reach him this afternoon disclosed he was playing golf over his private course.

During the senate Daugherty investigation, Gaston B. Means testified that the fight pictures were shown at McLean's home in the presence of the late President Harding, Secretary of State Hughes and a number of other officials.

Charges were made that a conspiracy existed to exhibit the films in numerous cities by paying for protection, under which promoters would be let off with light fines.

CAMPAIGNER

LEADS M'ADOO FIGHT—David Ladd Rockwell, of Ravenna, O., is national manager of Californian's campaign for democratic presidential nomination. He was one of the managers who effected the nomination of James M. Cox in 1920.

WIFE SEEKS DIVORCE FROM R. P. R. NIELSON

SANTA BARBARA, April 29.—Charging wilful cruelty, Mrs. Mary Park Nielson, of Montecito, Boston, Pittsburg and Paris, Tuesday filed suit for divorce from Raymond P. R. Nielson, noted artist-sailor.

Nielson has denied his wife's charges, claiming that he has been separated from his wife since January because of the interference of his mother-in-law.

Lincoln Sanity Trial Set

AURORA, Ill., April 29.—A trial to test the sanity of Warren J. Lincoln, Aurora lawyer, who confessed to the murder of his wife and her brother, will be held June 23, it was decided today. If Lincoln is found sane, he will be tried for murder in the first degree.

Your Paper's Doors Open To Visitors

CORNELIUS VANDERBILT, Jr., editor and publisher of the Illustrated Daily News, has issued an invitation to the public and to the subscribers of the Illustrated Daily News to visit the plant any night this week.

Two parties of visitors will be guided through the entire plant each night. The first party will be taken through at 7:30 o'clock and the second at 9:30 o'clock. The guides will explain the equipment and purposes of the different departments.

KID McCOY BECOMES JULIAN DETECTIVE

Norman Selby, known as Kid McCoy, whose arms are covered with matrimonial service stripes, has abandoned the stage, screen and squared circle, according to Detective Captain George K. Home, and is now a full-fledged sleuth.

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Ad No. 225-B

A Dream Realized

Appeared in Daily News

Date 4/30

Spa 3x13

The Grab Bag

Dr. J. M. Wilkinson of Toronto will give an illustrated lecture on the Passion Play of Oberammergau at the University Methodist church tonight.

Miss Alice Craise will be a delegate from the gymnasium department of the Y. W. C. A. of Los Angeles at the biennial convention of the association in New York. The session will be from April 28 to May 6.

A historical pageant, "Trail to Boulevard," will be presented by the children of Micheltorena Street school tomorrow morning, in celebration of the opening of the safety tunnel under Sunset boulevard.

The Colorado State society will hold its monthly meeting Saturday night at the Independent Foresters' hall, 955 South Olive street.

The Jonathan Club of Los Angeles will hold a dinner tomorrow night in its clubrooms in the Pacific Electric building.

The Friends of Irish Freedom will hold their monthly meeting Thursday evening at Taft hall, 730 South Grand avenue.

NEWPORT HEARING SET FOR MONDAY MORNING

A public hearing on the proposed improvement of Newport harbor will be held at 10:30 o'clock next Monday morning in the Santa Ana city hall, according to a letter from Maj. E. D. Ardery, United States district manager, which invites interested persons to attend.

The board requests that information, prepared in triplicate, on the following points be submitted: Present state of developments proposed or under way at the time of the previous public hearing November 22, 1922; developments undertaken or proposed since that date; evidence as to necessity for easterly jetty requested at previous hearing and what local interests are prepared to do in co-operating with the federal government in further improvements.

$50 REWARD
For any American or Swiss Watch
$1 We cannot repair for $1.00 and guarantee its timekeeping for 2 years. Material furnished at wholesale. $1
Swiss Watchmaker
524 South Spring—Room 408
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100% PURE
HIGHEST GRADE HOPS
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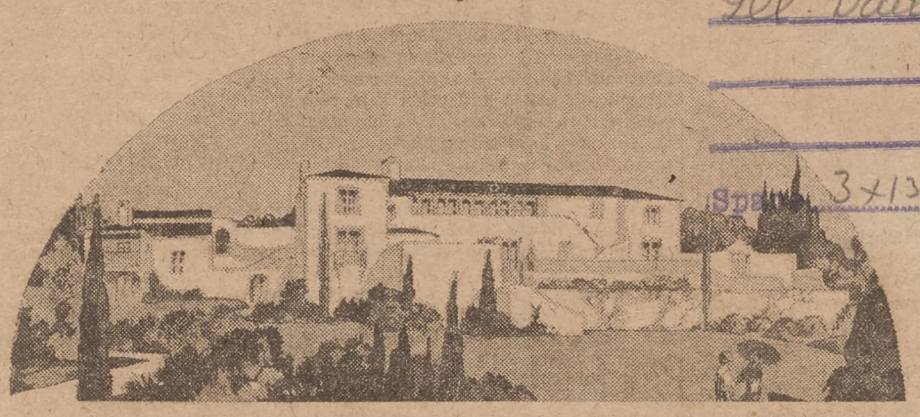
CLOSE personal contact with our customers is one of the objects of the Security organization.

At the Head Office and the larger branches we provide many responsible officers, whose desks are along the counters, so those who come into the Bank may easily find points of personal contact.

The Manager's desk in each Branch is near the entrance.

Accept this arrangement as an invitation to get acquainted.

SECURITY TRUST & SAVINGS BANK
Head Office, Fifth and Spring
Branches conveniently placed in Business Centers Everywhere in the Los Angeles Metropolitan District.



Residence of Mrs. Ella D. Campbell on a Palos Verdes Hillside

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IF you had Aladdin's Lamp and set out to create the Beautiful City of Happiness, how would you set about it? You would first choose the finest location in the world. Blue sea—sparkling waves, a silver beach, rocks, promontories, quiet inlets, and, as a background, the purple mountains.

Palos Verdes has all these.

Your City would be a place apart—of Contentment—where you might live forever free from Discord, where no unlovely thing could mar its natural beauty.

Palos Verdes is this, too.

The people who lived there would think, and live as you. Their homes would be designed to "fit the picture." The whole City would be laid out so that the works of Nature and the works of man were in correct relation.

Palos Verdes is doing this.

You would carefully plan for the Children—better schools—wide, open spaces for playgrounds—the better to develop a higher type of manhood.

Palos Verdes has done this.

So that your City should continue to develop, there would be Restrictions to protect the interests of those coming after you had gone. Properly constituted authority would permanently maintain the good things you had created.

Palos Verdes has already done this.

And then, with the future assured, you would make it easy for people to come there and live—highways—modern improvements—financial help in building. There would be parks with fountains, trees and flowers—the kind of place bringing more health and happiness than the average.

Palos Verdes is just such a place.

Mrs. Campbell, knowing this, is building in Palos Verdes, the beautiful home illustrated.

Do not delay any longer. Drive out to Palos Verdes today. Your ideal home is awaiting you—it may cost you far less than you think. Prices are from $2000 to $6000 and up.

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ESIDENCE OF MRS. ELLA D. CAMPBELL ON A PALOS VERDES HILLSIDE.
—Kirtland Cutter, Architect.

A Dream Realized

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P. E. Ry.—Tickets direct from any ticket office.

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MACHINE FIRM ADDS TO WORKS

Axelson Company Enlarging Main Building

Two Warehouses Also Placed Under Construction

New Equipment Will Provide Greater Output

An addition to the plant of the Axelson Machine Company in Huntington Park and the construction of two new supply warehouses, one in Long Beach and another at Torrance, to facilitate the delivery of oil-well pumping equipment to the fields, were announced yesterday by D. F. Axelson, plant manager of the company. Approximately $25,000 is involved.

The three buildings are now under construction by the industrial department of the Union Iron Works.

The addition to the main plant will be 30x120 feet. The building will be of the saw-tooth type of construction, with steel frame, brick sides and corrugated roof. This structure will be used as an addition to the machine shop to provide space for approximately $10,000 worth of new equipment which will be installed upon completion of the building. These machines will be motor-driven with individual control, operated from a huge central control board with specially designed safety switches. The progressive manufacture of parts for oil-well pumps will be carried on in this new building.

The supply warehouses at Long Beach and Torrance will be 25x100 feet, of standard Union Iron Works A type construction, with steel frames and corrugated iron covering.

The Axelson Machine Company also operates field supply warehouses at Santa Fe Springs, Huntington Beach, Taft, Coalinga and Bakersfield.

First Aid to Golfers

"What would you do in case of a stymie?"

"Why-er-poultice it, I think."—[Boston Transcript.

BUY SITE TO ERECT NEW WAREHOUSE

George L. Eastman Firm, Building Stock Dealers, Start First Unit

George L. Eastman Company, dealers in building material supplies, have purchased a tract of approximately seven and one-half acres at Twenty-sixth and Alameda streets, as the site for a new warehouse. The purchase of the property and the initial expenditure for warehousing involves $100,000.

With the completion of proper office quarters the company will move its main offices from 1401 South Alameda street to its new location. In the neighborhood of 25,000 square feet floor space will be provided by the firm's new plant.

Included in the new works will be wholesale distributing and steel fabric plants.

More warehousing space is to be furnished as business increases demand.

Construction has started on the first unit and will be pushed as rapidly as possible.

EXPERTS GATHER TO INVESTIGATE LABOR

NO NEW RICH NEED APPLY

The Duchess of Norfolk, wealthiest woman in Britain, wishes to lease her 1000-year-old home, Arundel Castle, for five years at $40,000 a year, while she travels with the boy duke, but no American oil magnates and war millionaires need apply or will be admitted to the ancestral home of the Premier Duke of England. And that's flat, says the Duchess. Americans as a whole are not barred, but they must belong to the old families, such as Smith, Jones and Brown, perhaps.—Capper's Weekly.

Boy: I took first prize in school today, Pop.

Father: That's good! Let me see it?

"Aw! The teacher saw me take it and she made me put it back again."—[Judge.

DESIGNER DESERVES CREDIT

American Institute of Architects Member Says Planner Should Receive Recognition for Work

All pictures of buildings should bear the name of the architect just as books are credited to the author, paintings to the painter, and sculpture to the sculptor, according to George Nordham of New York, member of the American Institute of Architects.

Voicing a growing feeling in the profession of architecture, Mr. Nordham urges that it is no more undignified for an architect to label his products than it is for the artist, the sculptor and the writer to label theirs.

"What interest has an oil painting to the public if the picture lacked mention of the name of the painter?" he asks. "What interest has a piece of sculpture to the public if no mention is made of the name of the sculptor? The answer to both questions is that the name of the artist or sculptor gives the subject recognition.

"Is it not of equal importance to know who the architect of a building is? I should say more so for the vital reason that the name of a competent architect in connection with a building is assurance that it is the best possible in plans, elevations and materials, all of which affect the health and life of the tenants, whereas painting and sculpture affect the higher senses of mentality only.

"Many catalogs omit the architect's name and mention the name of the engineer. On other pages of these catalogs the reason can be found, it being the continued emphatic use of the words engineer or engineering services.

"May I recommend to the architectural profession the necessity of insisting upon the clear exhibition of the author's name and the word 'architect' thereafter on all drawings, rendering, photographs and other works emanating from any source, the author of which is an architect? The best way this can be done, I believe, is by clearly lettering this information adjoining the body of the picture, not near the border, so that if photographed a mask will not eliminate this information.

"Who ever heard of an 'authorless' book that became famous? Many famous buildings are admired by the public, but few people know who the designers are. I wonder how many persons out of a thousand know who the architect of the Woolworth Building is?

"And, what are the names of the architects who designed the settings for motion-pictures? Some of the settings in the larger pictures are wonderful, yet I recall only an instance or two in which the architect's name was mentioned, though the producer, the photographer and others are seldom neglected."

$1510.00

DOUBLE STOCK YARD CAPACITY

Improvements Undertaken on Union Quarters

Los Angeles Declared Hub of West's Meat Mart

Railroads Observant of Rich Ship Revenue

In view of the rapid progress of the Los Angeles Union Stock Yards and the apparent need for increased live-stock marketing facilities, work is now under way on an addition to the stock yards which will double the present capacity, according to J. A. McNaughton, vice-president and general manager. Construction of the work is being rushed by night-and-day forces and the new facilities will be open to the stockmen within the next thirty days.

"The addition to the yards will carry the same modern type construction, with heavy concrete floors, adequate sewers, high-pressure water system, fire protection and commodious pens, as in the original yards. The latest addition will provide three times the original capacity of November 1, 1922.

"The Los Angeles Union Stock Yards represents an investment of $2,000,000 in land and buildings, including the cost of labor and supplies, which went into Los Angeles channels. In addition to this, amounts paid daily for labor and supplies also go for Los Angeles products.

MILLIONS PAID OUT

"Los Angeles has become the hub of the live-stock industry of the West, partly as a result of the establishment eighteen months ago of the Los Angeles Union Stock Yards," said Mr. McNaughton. "During its first year and a half of operation, more than $25,000,000 has been paid producers for their live stock sold in the yards. This huge sum represents daily cash purchases by Los Angeles packing-houses, largely to be redistributed into Los Angeles trade channels.

"Nearly 300,000 cattle and calves have been sold through the stock yards, for conversion into beef for Los Angeles, which is credited with being the third largest beef-consuming center in the United States. Cattle growers of California, Utah, Arizona, Nevada, Colorado, Texas Wyoming, Montana, New Mexico and Idaho were the principal contributors, receiving something like $13,000,000 for their stock. In addition to matured beef animals, more than 75,000 calves have been marketed from the ranges of the Southwest and by the hundreds of dairymen operating in California and Arizona.

STATE SUPPLY SMALL

"Less than 10 per cent of the hogs converted into pork chops, hams and bacon for hungry Los Angeles were raised in California, thus calling upon hog producers and feeders from farms as far back as the Missouri River. A third of a million porkers were marketed through the stockyards during its first eighteen months' operation, for which their owners were paid $6,000,000 in cash. The Los Angeles market drew hogs from sixteen States, including California.

"Flockmasters of the West have also turned to Los Angeles as their logical market for fat sheep and lambs, as well as a potential market for their wool. California is noted all over the United States for the high quality of her spring lambs which are eagerly sought for on eastern markets each spring. The lambs are now being marketed and it is pointed out by stockyards officials that lambs are now at the best quality and greatest production. More than 100,000 lambs were marketed at the Los Angeles Union Stock Yards during its first year and a half of operation.

GROWTH PRAISED

"Railroads are paying close attention to the growth of this new western market, which called for a total of nearly 12,000 stock cars

INDUSTRY GAINS IN SOUTHLAND

Many New Factories Attest Growth of City

Civic Association Will Aid Development Further

Trade Expert Says Citizens Should Inform Selves

Los Angeles residents do not appreciate the unequalled opportunities for industry offered by this city and few know what is being accomplished along industrial expansion lines, according to H. E. Poronto, president of the Central Manufacturing District, who yesterday urged support of the Greater Los Angeles Association.

"Every time I return to Los Angeles from Chicago and New York I am struck by one thought, that the people of Los Angeles realize much less than the average eastern big business man realizes what the vast possibilities for industry are in Southern California," said Mr. Poronto.

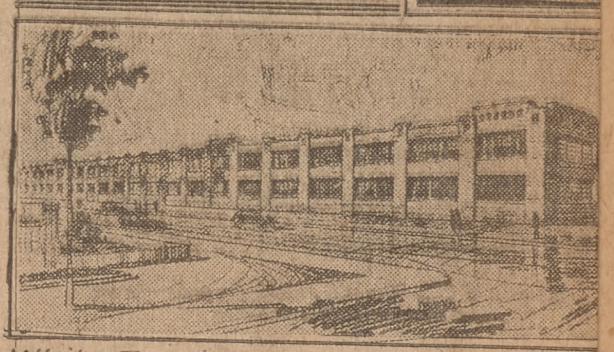
"Here in Los Angeles I find a very considerable number of people with whom I talk have a somewhat hazy idea about possibilities of manufacturing and distributing and the remarkable advantage open to industries of many kinds along those lines. In contrast, in New York and Chicago I am becoming accustomed to meeting manufacturers, many of whom may not even have visited this city, who are well aware of what is being done here and who have a good idea of the destiny of Los Angeles as a great industrial center.

WILL EDUCATE PUBLIC

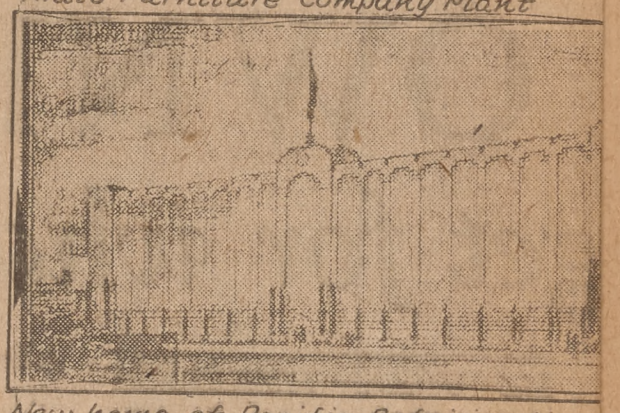
"Because of this I feel that the Greater Los Angeles Association, the mission of which has been announced to bring about the financing of local industries for expansion and new industries of the proper kind that wish to locate here, is going to perform a service of another kind, the importance of which may have been overlooked at first by some people. That service is the education of Los Angeles business men on the real

New F

First unit of $5,000,000 freight terminal and manufacturers building in Central manufacturing district



White Furniture Company Plant



New home of Pacific Refrigerating

Central Manufacturing District president in announcin factories for the city and Southern California in g

will connect every in district and the Los Stockyards with all t tering the city—the the Santa Fe, the So and the Pacific Elec an evidence of our industrial permanenc geles.

"With the sudden of its harbor facili rapid additions to lines during the pa Los Angeles has bec distribution point. city on the Pacific with its net of co ways easily accessibl cities of the West t trade back country.

CHEAP FUEL AN

"Fuel and power sufficient quantities in factory operation. manufacturers can oil and electric ene dance and at a low those prevailing in n cities. At extremely Los Angeles aqueduc flow wells supply g quantity.

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—what it has already accomplished?

Do you know that Palos Verdes is one of the big Institutions of the West?

The Improvements—you have no doubt heard something of these, too.

—do you know, actually, what already has been done?

—what is now under construction?

Do you know that prices are as low as $2000 and up?

Get this FREE BOOK today—then drive down and check it up by your own ideas of what the Premier Residential Section of the Southwest should be.

Which are you most interested in?—"Improvements"—"Restrictions"—or "The Story of the New City." All three are sent on request.

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Extra Ownership
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Space page

Over 150 acres of school and playground sites are reserved for Palos Verdes children

450 acres of Palos Verdes is set aside for parks—for the exclusive use of home owners

An 18-hole grass, championship golf course with club house, also belongs to Palos Verdes Investors

"EXTRA OWNERSHIP"

What you get for what you pay

YOUR TITLE to a homesite in the New City carries also a fully paid up *extra ownership* of parks, playgrounds, public gardens, golf course, bridle paths, clubs and community houses and other forms of recreational and decorative development. These are considerations which money cannot buy, yet they are free to Palos Verdes residents.

One acre in every four (in all more than 450) of Palos Verdes is definitely set aside and reserved as *not for sale* acreage to be planted with trees, shrubs and flowers from the nurseries already established on the property.

The purchase of a homesite in Palos Verdes makes you the *non-assessable proprietor of extensive park lands*—of their kind, second to none in the United States. Think what this means to your family.

In you is also vested a community ownership of a further 150 acres of free land designated as sites for schools and public libraries. These with their park and playground areas will be donated to the proper authorities when they are ready to build. So generous is the school allotment that no child in the first six grades will need to walk more than one-half mile from any lot to the nearest school.

Another important point—the water supply is almost illimitable. It is obtained from wells sunk in the rich water-bearing lands on the property. Present water system, in and paid for, now yields a daily capacity of over 3,500,000 gallons and can be developed when needed to supply a city of 100,000.

Bridle paths and hillside trails are laid out as part of the general Palos Verdes improvement scheme

View from Monte Malaga, unsurpassed in America, can never be obstructed

More than sixty miles of streets and avenues, commanding a dozen different vistas of Ocean, Mountains, Beach and Valley Cities

Palos Verdes is bigger than Hollywood, and represents a land valuation of $17,500,000. There will be 60 miles of boulevards (20 of which are already completed) and wide streets (assessments for widening will never be necessary). Fifty miles of water mains. Gas and electricity—telephone service assured.

Over a Million Dollars was spent last year for improvements. A further Million and a Quarter is appropriated for 1924. Three business Plazas are under way, an 18-hole golf course opens in July. Public markets, shops, theatres, municipal buildings—all are coming. Basic improvements are entirely irrespective of sales, and at no expense to home owners.

More than 3000 homesites have been selected, representing in sales and underwriters subscriptions, a total investment of $9,000,000. An independent Art Jury directs all development work and safeguards home builders.

You will never be assessed for street work, grading, storm drains or pipe lines—they are all included in lot prices. Why not drive out TODAY—see this New City and share in these new privileges.

Prices are as low as $2000 to $6000 and up.

The Estates Mortgage and Building Company will finance or build your home as you make your selection. Palos Verdes is yours for the asking.

Come now.

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LOS ANGELES FORESEEN AS FUTURE TEXTILE CAPITAL

Cotton Survey by Trade Chamber Reveals Situation Favorable to Early Recognition

[A comprehensive cotton survey in three parts, dealing with the growing, shipping and manufacturing of the product has been undertaken by the Los Angeles Chamber of Commerce in conjunction with M. H. Merrill & Co., engineers. The first section of the survey, just completed, is on the product as a raw material. The two other parts of the survey will follow.—Ed.]

That "the Pacific-Southwest is growing the best grade of cotton in the world, in ever-increasing quantities," that "there is no danger from pests and other destructive forces," and that "Southern California has an abundance of efficient labor, cheap power, and an ideal industrial location and climate," are reasons cited by the Los Angeles Chamber of Commerce why Los Angeles should in the immediate future graduate into one of the cotton growing and manufacturing centers of the world.

These reasons and others which deal with the ravages of boll weevil, loss of crop production through drought and a dwindling supply of labor in the old South, are seen as highly favorable circumstances for the rise of Los Angeles in the textive industry.

The chamber's report follows:

There are many good, sound, economic reasons why Southern California will soon become one of the world's great textile manufacturing centers.

England, long ago, said that New England could not spin cotton because her climate lacked "humidity." Some years later, New England tried to discourage the South with the same plea. But the South put in "artificial humidity" and went ahead building mills, and today the southern mills are consuming twice as much cotton as those in the North.

Proximity to the raw cotton and an abundance of labor gave the southern mills an advantage which the New England mills could not overcome. As a result, we are told that no new cotton mills will be built in New England.

And now the boll weevil and other things are causing the disappearance of the cotton plant from the Southeastern and Gulf States; and the supply of labor in these States is rapidly dwindling.

The Pacific-Southwest is growing the best grade of cotton in the world, in ever increasing quantities; there is no danger from pests and other destructive forces; and Southern California has an abundance of efficient labor, cheap power, and an ideal industrial location and climate.

Is it not quite likely that history will repeat itself, and Southern California become a great cotton growing and manufacturing center?

PEOPLE MOVING WEST

Furthermore, the center of population is rapidly moving westward, bringing the textile market closer to Los Angeles; the port of Los Angeles is the open door to practically unlimited markets; Los Angeles is also the logical port of entry for other textile raw materials, such as wool, silk, jute, sisal and hemp.

The markets of the Pacific Coast and Western States absorb large quantities of textiles, sufficient to take the output of many mills. The center of this market is Los Angeles.

California cotton is far superior to Southern varieties for the spinning of fine yarns, and manufacturers of fancy cloths are taking increasing quantities of it, according to prominent cotton brokers.

These experts say further that the product of the Southern States has a glossier finish as a result of the rains, which has proved attractive to the spinners, but that they are beginning to learn that the California cotton, although slightly harsh, has a hard body and greater tensile strength accruing from the utilization of irrigation methods. Also the first of each crop has a very good "bloom" or gloss, equal to that of the Texas cotton.

LOCAL PRODUCE WHITEST

California cotton is recognized as the "whitest" in the world. The percentage of loss in carding is very low, and its great tensile strength gives it wonderful spinning qualities. Its staple is long and strong, and it is more uniform than the Southern cotton. Its fiber is finer, and it is more lustrous. Yarns spun from it are stronger, and it is more easily bleached and dyed.

Because of its long staple, California cotton can be spun into finer yarns than Southern cotton

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SHOES ARE MADE HERE

Local Organization Manufactures Hundreds of Pairs Daily; Sale Increase Great

Contrary to reports of various local financial and industrial experts that there are no shoe industries of any consequence in the Pacific Southwest it should be of interest to those advocates of a greater Los Angeles and the prosperity of local industries to know these advices are erroneous.

Probably very few are familiar with the fact that there has been for more than two years a concern manufacturing under the name of the Johns-Tilt Shoe Company located on Dayton avenue of this city. This comapny is capitalized at $200,000 and produces 500 pair of shoes per day of medium and high-grade men's and boy's shoes and women's low-heeled sport shoes. The men financially interested are W. S. Johns, David Tilt, Shepard Mitchell, M. L. Houseman, F. E. Keeler, Lynn W. Denison, J. H. Moulton and C. E. Potts.

The organization itself is made up on the manufacturing end of David Tilt, one of the best-known shoe men in the East, who formerly was with the International Shoe Company as superintendent, and has organized thirteen factories.

The selling end is handled by W. S. Johns, known throughout the West as an expert shoe man, and who has been operating here for ten years in connection with other eastern manufacturers.

The growth of the company may be evidenced by a comparison of figures which show the number of pairs of shoes per day made at the time of first operation was about fifty, whereas at present, after little more than two years' time it is producing 500. Sales, furthermore, have increased 150 per cent for the first four months of this year over the preceding four months of last year. In comparison with the more prominent shoe manufacturers of the East our local manufacturer is small, yet it employs more than 100 persons and expends an annual pay roll of about $120,000.

In the production of a single shoe there are upward of 185 separate processes. The minimum time in which a shoe can be made is ten days, while most companies allow from three to four weeks. The thousands of patterns offered and the thousands of different leather and materials from which the shoes are produced tend to make this a specialized trade of the highest type.

JUDGE POPULATION BY CANS

Chamber Industrial Experts Estimate Number of Inhabitants by Discarded Containers

Still another way of computing the city's population was brought to light recently by the industrial department of the Chamber of Commerce in making a series of surveys in order to determine the city's manufacturing possibilities.

This new method of computation is based on the number of tin cans collected in the city, which amount to 600 tons monthly. Assuming that the average can weighs one ounce, this equals 19,200,000 cans a month, or 230,400,000 cans per year.

Statistics on the consumption of canned foods per capita in the United States place the average at 200 canned articles of diet eaten annually by each man, woman and child in the nation. This figure, divided into the 230,000,000, gives this city a total of 1,155,000.

This interesting fact came to light when the industrial department of the Chamber of Commerce, in surveying the metallic situation in the city, went so thoroughly into the analysis that even scrap metal was considered.

WHY CLERKS FIB

Little drama of woman trying on new shoe:

"Don't fit that one," she says to the clerk. "Fit this one. I've got a sore toe and I like to fit the foot which is sore."

Interval of fitting.

"Is that 5 or 5 1-2?" she inquires anxiously. "Of course it doesn't make any difference, I'll take the one which fits."

The clerk fits number 5 1-2.

"Now, doesn't that look queer?" she murmured pensively. "I don't like that at all. It throws a cramp in my foot the first think. I like that one."

And she takes the number 5.—[Emporia Gazette.

"Freezer houses" kept at a temperature as low as 16 deg. below zero have been used for keeping fish in a good condition longer than a year.

Plumbing Bargains

Sinks, Bath Tubs, Laundry Trays all specially priced!

Here's a group of plumbing fixtures that are seconds, factory damaged and imperfect, to be cleaned up at very low prices.

Laundry Trays $10 to $12

In this group of seconds there are pony laundry trays and bungalow trays, and these prices mean noticeable savings. They are good, usable laundry trays and will give long service. No fittings are included at these prices.

California Tubs $25 to $35

Think of buying California tubs at $25 to $35. Of course they are seconds but there are some almost perfect in the lot, and others not so good. The prices will be governed by the condition of the tub. Fittings are not included at this price.

Kitchen Sinks, $3 to $5

Just what you need for your mountain cabin, beach home or a temporary dwelling. Big sinks and little sinks; cast iron porcelain enameled sinks and those of pressed steel enameled in white and blue and gray. The prices range from $3 to $5, depending on the size and condition of the sink. No fittings are included.

New Design Wrought Iron Lighting Fixtures

At Unusually Low Prices

Fixture, $7

The fixture pictured at left, handsomely decorated wrought iron. Remember, the price doesn't include the light globes. It is our No. 4005.

Fixture, $3.50

The wrought iron bracket fixture shown. A new design and one that fits admirably with modern decorative schemes.

LUMBER

There is every reason for considering our facilities for serving you in deciding where you will secure your lumber.

We have complete stocks, including high quality finish lumber, and so on down through the different grades—No. 1 and No. 2—and ofttimes we have special buys in odd lot purchases, on which we can offer you most attractive prices.

For everything in lumber see us last!

Pabcolin Rugs

at 20% off

For Monday Only

Here's a special for the Monday shopper. Genuine Pabcolin rugs in beautiful art rug patterns, absolutely first quality

Conduit $7.00 per 100 feet

Loom $20.00 per 1000 feet

Split Knobs, $2.00 per hundred.

Brass Key Sockets, 25c each.

Gangable Loom Boxes, 12c ea.

No. 14 R. C. Wire, inside or outside kind, 85c per hundred ft.

Ad.No. Eat Sleep Work
Title
Appeared in L A Times Date 5/11
Examiner
Space Page

EAT - SLEEP - WORK

—is that all?

RUSH—pressure****profit—loss, your brain and body merely implements of trade. Is this *all* you are going to get out of life? The wheels won't stop—the pace won't slacken. What can you do about it?

Just this:

Put between yourself and your business—before it is too late—the spacious freedom of a home-estate. For a very moderate cost, you can have your house and garden on Palos Verdes, only ten minutes from your own beach. You can golf every day on your own grass course, or have the enjoyment of miles of winding avenues and boulevards.

Wouldn't the wife and kiddies get more fun out of *just living* in a great, protected residential park among nice neighbors? There will be clubs, shops, theatres, churches, schools—the kind of place that makes you begrudge every minute of the time you have to spend away from it.

And you, once in a while perhaps, would want to forget your grown-up dignity, and walk bareheaded along the cliffs, letting the salt spray sting your face, or climb rocks and bask in the sun, dreaming of joys past and present. Or, some day from the lofty eminence of a mountain top, look out upon the world at your feet and let your thoughts take wing

Entrance and Arcade of the Malaga Cove Theatre. This intimate little theatre, to be located at the northeast corner of Malaga Cove Plaza, will be reminiscent of the early Italian hill town theatres, with shops in the front and a cafe with outdoor tables in the arcade. Here one may take refreshments between the acts, or meet one's friends in the afternoon.

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Low rate tickets via Redondo at all P. E. Railway offices.

FREE BOOKLETS

Mail coupon and we will send you free attractive booklet containing full information about Palos Verdes—the New City.

Get this now, while you are young enough to enjoy it, because it doesn't cost much to live in Palos Verdes. Riches may come but slowly, old age comes all too soon. Large lots, 60 to 100 foot frontage can be bought as low as $2000 to $6000 and up, including all improvements—which are being rushed in at the rate of more than a Million Dollars a year. Protective Restrictions insure both artistic development and increased values—a permanent Art Jury guarantees that no unsightly thing, no unattractive dwelling shall be permitted.

So, don't wait till you are rich—drive out to Palos Verdes today, see what it has for you, see what you get for your money, and above all, see what you get for yourself in freedom, health and happiness.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

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8TH AND SPRING STS.
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee
Telephone VAndike 2481

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Lobby Redondo Hotel
Phone 3009

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 611249

PALOS VERDES
Office near entrance
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TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
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Send me booklet and full information regarding Palos Verdes—the New City.

Name .....

Address .....

What's the shrewd investor doing today?

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Since we opened—last June:

More than 41% of the entire salable acreage has been sold to 3000 men and women in every walk of life .....who have compared it with every other residential community in Southern California.....and found that Palos Verdes prices are lower.

Since the first of this year:

Sold 384 Palos Verdes Homesites.....totaling $957,300.00.....Nearly a Million Dollars of the best kind of evidence.....Average monthly sales for this year are $243,200.00.....One month it went to $340,000.00.....These figures talk.....Since January 1st over 36,000 automobiles have visited Palos Verdes.....Last Sunday alone we had 2300.

Since April First:

29 sales have been made.....amounting to $220,000.00.

First 10 days of May:

No less than 11 sales.....Totaling $71,000.00.

This is what the Shrewd Investing Public is doing in Palos Verdes;

Need anything else be said?

Here's what Palos Verdes is doing for its Investors:

Improvements, street work, storm drains, gas, water, electricity, are all in, and by the end of this year will total over $2,250,000.00. 450 acres of Parks, Playgrounds, etc., planted out from nurseries on the property. 157 acres of school sites. 20 miles of good roads. 30 miles more under construction. An 18-hole grass golf course and a club house. 14 miles of high-pressure water mains. Daily capacity now 3,500,000 gallons. Sites for libraries, churches, theaters, etc. Hillside trails, bridle paths. The services of an Art Jury, Protective Restrictions in perpetuity.

And yet in Palos Verdes fine Homesites **can be bought for as low as $2000 to $6000 and up.** Drive out TODAY. You cannot afford to delay. Yours is waiting for you.

Mail this coupon and get **FREE BOOKLETS**—the whole story. Or, come with us as our guest. Private automobiles leave the Lane Mortgage Building daily at 9:30 a. m. Phone for your reservation.

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POMONA — Tolton Company, 285 N. Garey St.

LONG BEACH — Howard H. Towle, 22 American Ave., Phone 611-249.

TORRANCE — Gilbert, Hansen & Page, Phone 166

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Palos Verdes Estates, 547 Lane Mortgage Bldg. Los Angeles. VAndike 2481.

Send me free booklets about Palos Verdes.

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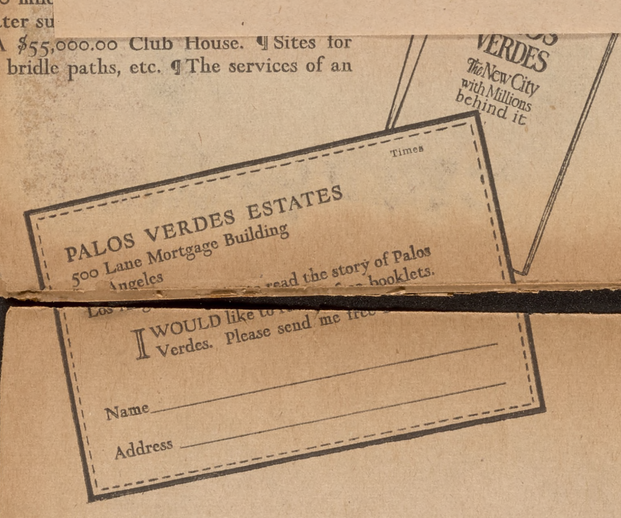

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Eat Sleep, Work
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INDUSTRIES AT HARBOR VIEWED

Realty Board Members Make Inspection Trip

Wilmington Division Hosts on Auto Tour

Low Water Freight Rate Aid to Trade Stressed

Last week 400 members of the Los Angeles Realty Board inaugurated a series of industrial inspection trips planned by their organization by spending a day as guests of the industrial and harbor committees of the Realty Board in viewing the industrial district at Los Angeles Harbor.

Members of the Wimington division of the realty association were hosts to the visitors on an auto trip and the Board of Harbor Commissioners provided water transportation for a sea view of the port development.

A buffet luncheon was served at the California Yacht Club.

Special cars over the Pacific Electric brought the visiting real-estate men to Wilmington. After the automobile trip through Wilmington, the voyage through the harbor channels and a visit to the battle fleet flagship California in response to an invitation by Admiral S. S. Robison, the party took up the return to Los Angeles by way of the Torrance, Lomita, Dominguez and Athens oil fields.

LUNCHEON FOLLOWS

Last Tuesday, following the inspection trip, a harbor luncheon was addressed by Marynard McFie, former president of the Los Angeles Chamber of Commerce and now vice-chairman of the Greater Harbor Committee of Two Hundred.

Direct and indirect benefits to the Pacific Southwest as a result of low water freight rates via the Panama Canal were cited by F. J. Buckley, chairman of the day, who introduced Mr. McFie. The agricultural development in this territory was pointed out by Mr. Buckley as another assurance for Los Angeles and its harbor of an ever-increasing business. He declared the Pacific Ocean was "the main-line railroad of Los Angeles to the world," and asserted the Panama Canal opened up to this section a national and international trade.

BUCKLEY THANKED

The members of the committee in charge of the excursion are as follows: Harbor committee, O. G. Wildey, chairman; Charles T. Wilder, B. L. Clogston, B. O. Miller and George Wilson; industrial committee, F. L. S. Harmon, chairman; E. H. Miller, Max Elsner, R. E. Vandervort, H. M. Joy and Hugh Blue.

A vote of thanks was given to F. J. Buckley, a member of the board of governors, representing Wilmington, who made the arrangements for the inspection trip.

FOR PARISH SCHOOD

[LOCAL CORRESPONDENCE]

HUNTINGTON PARK, May 24. Work was started this week on the construction of the first unit of the St. Mathias parish school, which will consist of four large classrooms, the building to be erected at a cost of $25,000 and located on East Belvedere street.

The Charles Weeks Poultry Colony

Near Owensmouth, Cal.
Founded by Charles Weeks

Tears of gratitude glistened in the

POWER LAUNDRY HOME PROPOSED

Apartment-House Service Aim of Organization

Delay is Eliminated by Automatic System

Building Construction to Start Immediately

A permit was issued by the city building department this week, and a contract entered into with the Austin Company of California, for the erection of a power laundry structure for the Progressive Laundry and Supply Company. It is planned to spend $150,000 on the plant and equipment.

The Apartment-House Association of Los Angeles county, an organization of apartment-house owners and operators, advanced the plan for the development of the almost automatic laundry plant for the laundering of bedding, bath, toilet and kitchen textiles, exclusively, and eliminating personal and domestic materials of all kinds, effecting substantial savings and securing a maximum of efficiency, at the same time combining with the laundry a wholesale distribution of apartment-house furniture and supplies.

TWO STORIES

The Austin Company starts work immediately, to finish in sixty days, a modern industrial structure for the Progressive Laundry and Supply Company on Cordova street at Washington. The building is to be 100x135 feet, two stories on street front, of brick, steel, glass, concrete and terra cotta well lighted and arranged for continuous day and night operation.

There will be built-in features as aids to the efficiency of operation, including a three-foot tunnel to carry all the plumbing, lighting and other pipes and waste waters; turn-tables to put each washer into direct contact with extractors; entire interior sealed and enameled to eliminate lint and dust. New features of mechanical equipment will include conveyor belt system of handling each wash from start to finish, vacuum steam and vapor absorption, and 80,000-gallon water softener.

W. T. MADDOX, PRESIDENT

William T. Maddox, president; Charles R. Desmond, treasurer, and Harry Lyons, counsel, for the Progressive Laundry and Supply Company are also officials of the Apartment - House Association. George D. Ament, vice-president and general manager, has been for seven years superintendent of the Peerless Laundry. S. Maus Purple, local efficiency expert, is secretary. Other directors are Police Lieutenant L. L. Oakley and Miss Vada T. Allison.

SWANFELDT WAREHOUSE COMPLETED

Three-Story Structure Added to Buildings of Pioneer Company

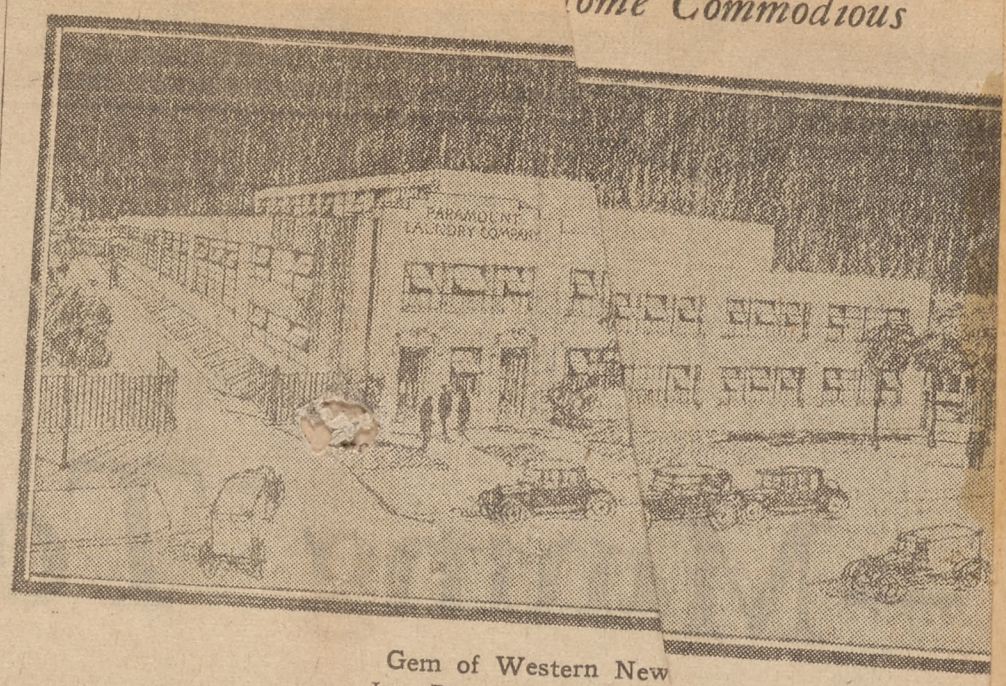
Marking one more achievement in its business development, the Swanfeldt Tent and Awning Company celebrated the opening of a new three-story warehouse at the corner of Figueroa and Boston streets Saturday evening recently.

The new warehouse, of reinforced concrete construction and modern in every detail, is the fourth unit in the firm's group of awning establishments. Sales and service branches are already operated in Long Beach and Pasadena, in addition to the main factory and salesrooms in Los Angeles at 224 South Main street.

With steady progress from a modest pioneer beginning more thirty-six years ago, the Swanfeldt Tent and Awning Company has grown and expanded until it is one of, if not the largest, awning houses in the Western States.

San Fernando Rock Crushing

Paramount Laund... Home Commodious



Gem of Western New...
Ince Boulevard site of new...

GROWTH SHOWN IN TWIN CITIES

(Continued from Eighth Page)

Company, famous for its electric flatiron and other electrical appliances. Earl H. Richardson, inventor of the iron, is head of the Ontario plant, which is valued at more than $1,000,000. This factory alone gives employment the year around to 500 men and women.

The latest industrial acquisition is the garment factory of the Ironall Companies of California, the building for which is now in course of construction in Ontario at a cost of $20,000. This concern will manufacture chiefly overalls and work clothes. Heads of the company expect to have the Ontario plant in operation by July 1. It will give employment at once to some 100 men and women. A number of smaller manufacturing concerns in both cities give employment to many.

FINANCIAL FIELD

Six substantial banks, four in Ontario and two in Upland, adequately care for the financial needs of the community. There are two building - and - loan associations, which play prominent parts in the upbuilding of the two cities. Practically every mercantile line is well represented.

Each city owns its own domestic water system, the district being assured of an abundant water supply both for domestic and irrigation purposes. Each has a well-equipped and efficient fire department. Eight commodious and substantial buildings house the grammar schools of the twin cities, whose educational facilities are unexcelled. Pomona College at Claremont, recognized as one of the foremost higher educational institutions of the State, is reached in a ride of a few minutes by motor or trolley.

Transportation facilities are of the best. Ontario and Upland may be reached over the main transcontinental lines of the Southern Pacific, Union Pacific and Santa Fe railroads and are situated on the Los Angeles-San Bernardino line of the Pacific Electric. Interurban bus service makes all portions of the Southland easily accessible.

The Ontario Power Comp..., a mutual concern, furnishes electricity to both cities for lighting, cooking and factory operation at low cost. Both Ontario and Upland are piped for natural gas, which is brought from the Orange county fields. Each has its own sewer system.

MANY BUILDINGS

Both cities boast fine Carnegie library buildings and each has a live Chamber of Commerce, a realty board and business men's association. Three modern theaters supply the amusement needs of the community. Some eight hotels care for the needs of the traveling public. Of these the Casa Blanca of Ontario is perhaps the best known and ranks among the foremost tourist hostelries of the Southland.

Ontario is rated as the second city in size and wealth in San Bernardino county. Latest authentic census figures fix the population at 11,934, while that of Upland is fixed at 3726. The two cities form the commercial, educational and social center for a district whose population is estimated at more than 25,000.

That the growth of the two cities has been rapid during the

BUILDING N... COMPLETI...

Culver City Structu... House Modern P... Employmen... 200 Persons

A structure of distinctive ... residential districts is nearing ... e to Culver City and ou... just off Washington Boulevard ... on at 457-67 Ince Boul...

This building is the future hor... City.

of Paramount Laundry, Inc., a... promises to be one of the mo... modern laundry plants in the en... tire West. The commodious plan... will occupy 16,750 square feet o... the floor space. When completed... the laundry will give employment... at capacity to 200 persons.

According to R. L. White, president of the company, the plant will be ready for operation some time during the coming month. The walls are completed, having been poured in one process; the concrete floor is laid, underneath which there is a complete system of electric conduits, steam trenches, and sewer connections.

A large boiler just arrived via the Panama Canal and is being set. The machinery is now in storage.

LEASES HOSPITAL

SAN FERNANDO, May 24.—The local hospital has been leased to Miss Helen Crandall, former head nurse at the institution under the management of Dr. Mackey. Hereafter the institution will be known as the San Fernando General Hospital. It has accommodations for sixteen patients.

...PLETE PLANS FO... ...REL CANYON HO...

...have been complete... Goetze for a two-... m residence for ... to be erected in L... Construction already ...ed.

...ne conforms to the ... type of architec... interesting characte... h... a gallery around ... ...le second floor and ... Th... upper bedrooms ... est... living-room, of i... sto... is the height of ... hea... characterized ... of th... ceiling. A fea... ing room is the cosy ... use which, when no... most... urpose, may for... ing. ...orner for card ...

Good Tailor

She ... clothe... separation: ... ideals. ...sband with ... Bach... clothes ...d: I see, and ... script. —[Boston Tr...

g...

See Southern

...to one of — p...

THE EUCLIDEAN

ARCADED ENTRANCE TO COLORFUL
LUNADA BAY PLAZA
PALOS VERDES

This interesting arcaded entrance leads into Lunada Bay Plaza. The archway leads from a side street where garages, oil stations and repair shops are to be located. The stairway takes one to a studio on the second floor, connected by the open passageway to the next building; this passageway will provide a small roof garden for the worker in the studio.

The arched entrance ties the Plaza together with the well rounded-out architectural effect that adds so much to the old world cities.

PALOS VERDES

The New City

General Sales Office, Lane Mortgage Building
Henry Clarke, Director of Sales
Bank of America, *Trustee*

Ad.No.
Title
Appeared in
Date
Space

Ad. No.
Now, meaning Today
Title
Appeared in Date
Times
Examiner
Del. News
Space

NOW— *Meaning Today*

A Homesite in Palos Verdes TODAY is your guarantee of Future Happiness

Palos Verdes is *not* a thing of the future—it is ready for you today—*now*.....Neither must it be regarded as the ideal place, a few years hence.....It is the City of Today, and ready for the Home Builder—*now*.

You do not even have to wait for the improvements they, too, are on the land—*now*.....Neither need you put off building because Palos Verdes, through the Estates Mortgage and Building Company, will build or finance your home for you—*now*.

Buy your homesite *today*.....not next year, not next month or next week.....*now*.

Palos Verdes was not offered for sale until the whole project was amply financed.....consequently the improvements are going ahead absolutely irrespective of sales.....The golf course is practically finished—***now***.....the golf clubhouse is under way—***now***.

Palos Verdes' sales record is more than sufficient reason why you should buy—***now***.....Here are the facts:.....2721 Homesites sold.....to more than 3000 people.....41% of the entire saleable acreage is sold.....all this since last June.....Why is it?.....Why do you delay?

Your greatest opportunity is—*now*.....because prices are still at lowest.....Share in this great new City, its golf course, its own water system, its plazas.....its parks and playgrounds .....bridle paths, hillside trails, etc.....Where will you get so much for the price of a lot?

Homes are now building on Palos Verdes totaling not less than $225,000.00.....there are at least 50 more plans in preparation.....

Select your Homesite—*now*.....Locations are still as *low as $2000 to $6000 and up*.....Palos Verdes is ready for you—**today**.....Drive down.....or phone for a reservation in private automobile, leaving Lane Mortgage Building daily 9:30 a. m.....Do it—***now***.

FREE BOOKLET
Mail the coupon for free booklets

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th & Spring Sts.

HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

PALOS VERDES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 611-249.

TORRANCE
Gilbert, Hansen & Page
Phone 166

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012-W

Palos Verdes Estates,
548 Lane Mortgage Bldg.
Los Angeles. VAndike 2481.
Send me free booklets about Palos Verdes.
Name _____
Address _____

Mail coupon and we will send you full information about Palos Verdes—the New City.

mail this coupon today

PALOS VERDES ESTATES T
543 Lane Mortgage Bldg.
Los Angeles

SEND me booklet and full information regarding Palos Verdes—the New City

Name _____

Address _____

V—Meaning To-day

Palos Verdes is distinctly *not* a thing of the future .....It is ready for you to-day—*now*.....Neither must it be regarded as the ideal place to live, a few years hence.....¶ It is the City of To-day and ready for the Home Builder—*now*.

You do not even have to wait for the Improvements—they too, are on the land—*now*.....neither need you put off building for a year or so for Palos Verdes, through the Estates Mortgage and Building Company, is ready to finance or build your home for you—*now*.

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Palos Verdes Homesites were not offered for sale until the whole project was abundantly financed.....consequently the huge improvement scheme has gone ahead irrespective of sales....¶ The 18-hole grass golf course is practically finished *now*.....The golf club house is under construction *now*.

The sales record of Palos Verdes, since the opening, last June, is more than sufficient reason why you should make your selection—*now*. ¶ Here are the facts:....Homesites sold, 2721.....to over 3000 men and women of culture and refinement.....This means that 41% of the entire saleable acreage has already been taken up by those, who, after making an intelligent survey of other residential communities, have chosen Palos Verdes as their permanent Homesite.....¶ *Why do you delay?*

Your greatest opportunity for future happiness is—*now*, because prices are still at their lowest.....Share in this New City, its golf course, its business Plazas, its streets and winding avenues, its own water system.....its school sites aggregating 157 acres.....its parks and playground sites totalling over 450 acres.....its bridle paths, hillside trails, and many other exclusive features..... ¶ Where will you get such as these, and all included in the price of your lot.

While you are reading this today—*now*—homes are being built in Palos Verdes at a total cost of not less than $225,000.00, with plans for at least 50 more homes in preparation for approval by the Art Jury.

So select your Homesite—*now*. Magnificent locations are still to be had for *as little as $2000 to $6000 and up*.....Palos Verdes is ready for you—*to-day*....Drive down and make your selection....or, phone for a reservation in a private automobile, leaving the Lane Mortgage Building every day at 9:30 a. m..... Whatever you do, do it—*now*.

PALOS VERDES

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Phone 5005

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PALOS VERDES
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Malaga Cove District

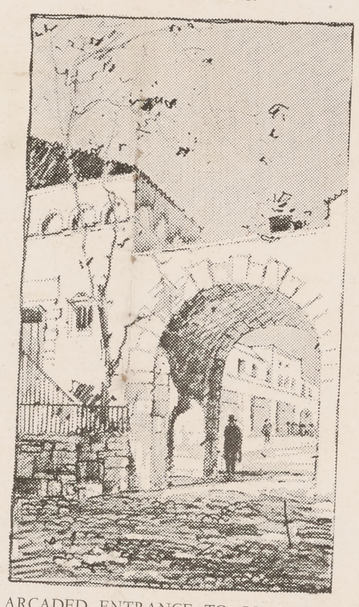
TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012W

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.



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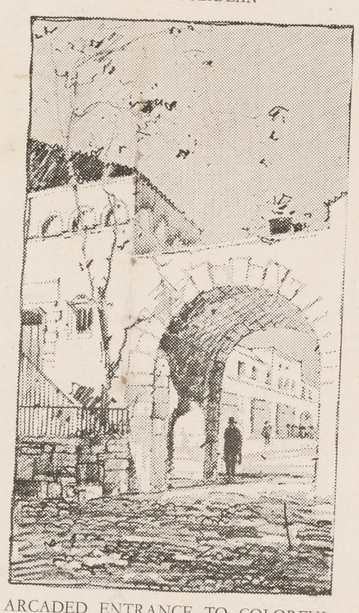

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Title

Appeared in Date

Space

Cal. Southland - May

Ad. No.

Across Fairways & Greens

Title

Appeared in Date

Cal. Southland

Space page

Across Fairways and Greens to Blue Ocean

VISION here a game—on close-clipped fairways and greens—with the ocean, blue as a Mandarin skirt, at your feet; the flash of silver surf on tawny cliffs and gleaming sands paints at each tee a new picture for your enjoyment.

Utterly different—wholly satisfying—Palos Verdes Golf Course, open for play about July, brings to the New City an unsurpassed 18-hole, grass, seaside course of championship length. You may play here every day on turf where every hole is different and the *natural* hazards challenge your skill.

Construction of the beautiful $60,000.00 golf clubhouse begins within a few weeks.

It all belongs to you—you who choose your home in Palos Verdes. A golf course at your door!

Consider well before you go elsewhere. Famous architects and landscape designers are building for you an ideal, residential City by the Sea. With its winding avenues, splendid sites and wise restrictions you may at moderate prices ($2000 to $6000 and up) choose in Palos Verdes a place to live where there is ample opportunity for recreation and free and spacious living.

PALOS VERDES

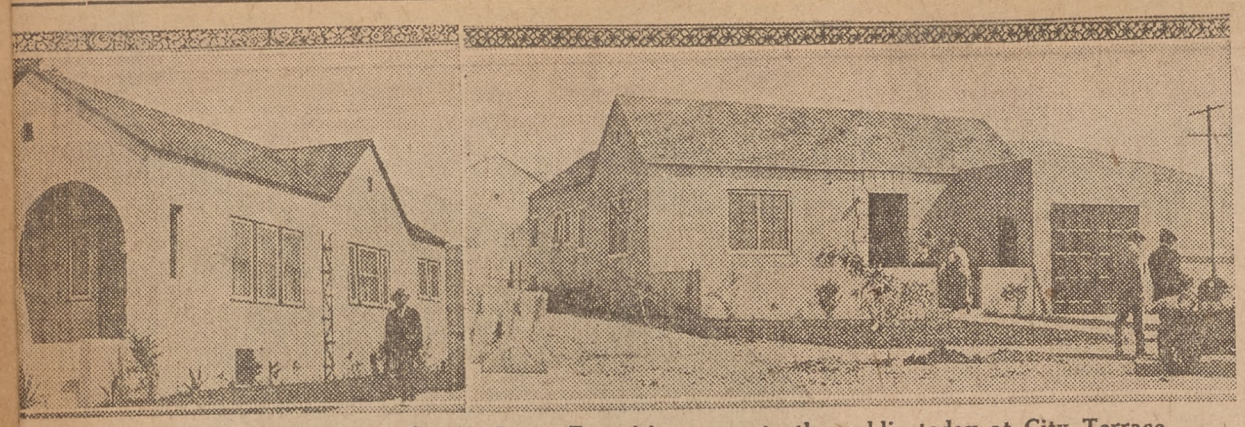
The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BUILDING, EIGHTH AND SPRING STREETS

HENRY CLARKE, *Director of Sales*

BANK OF AMERICA, *Trustee*

ETE SMALL HOMES EXPOSITION OPENS TODAY



Homes on view at the California Small Homes Exposition, open to the public today at City Terrace.

Structures Specially Planned by Members of American Institute of Architects

building equipment and household appliances has been prepared in attractive canvas booths placed between the model houses. An interesting exhibit of water using apparatus has been prepared in a specially built water temple by the Belvedere Water Company.

Today's program will be opened by F. R. Feitshans, president of the exposition, who will briefly explain the purposes of the enterprise. "It is our hope," said Feitshans yesterday, "that the artistic standards for small house architecture and interior decoration will be definitely raised in Los Angeles from now on as a result of this demonstration of what can be done when good taste and skill are used in spending a very small amount of money."

Following the brief opening addresses a musical program will be given by Dr. Ed. M. Hiner and his band of fifty pieces. An outdoor auditorium has been constructed for the exposition with a seating capacity of more than 5000.

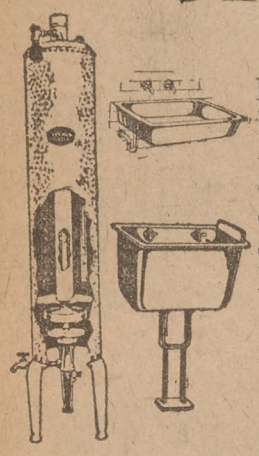
Special arrangements have been made by both the Pacific Electric and the Brooklyn avenue yellow car line to handle a capacity crowd during the afternoon.

Automobile parking space has been provided for hundreds of cars on the exposition grounds. The automobile entrance to the exposition is directly opposite the Ascot Speedway on Valley boulevard, but cars coming from the southeast can reach the homes by way of Brooklyn avenue and Ramona boulevard.

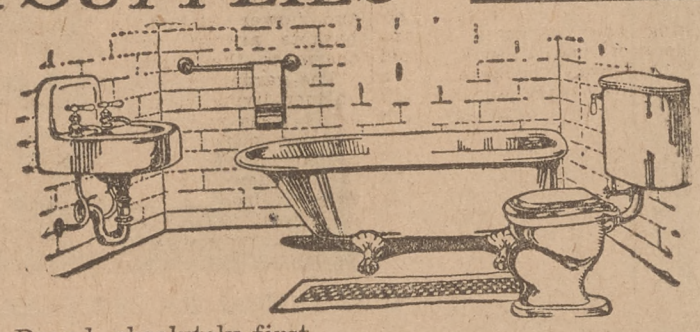
The exposition is a co-operative enterprise organized under the direction of the following executive committee, representing all phases of expert homemaking in Los Angeles.

6 PC. Plumbing Set $125

"GRADE-A" FIXTURES & SUPPLIES



Our famous 6-piece home plumbing set. Everything complete to the rough plumbing. Bath tub (4, 4½ or 5 ft.), wide apron lavatory, low vitreous china toilet, kitchen sink, laundry tray and combination water heater and tank.



It is all "A" Grade, California Poppy Brand, absolutely first quality, fully guaranteed. Made in our own factories, and we stand back of it unhesitatingly.

Think of buying all the plumbing fixtures complete to the rough plumbing, for a small home, at $125.

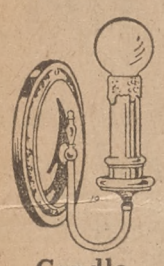
Specials in Our Windows

We are featuring a number of plumbing items in the plumbing department windows that it will pay you to look over before purchasing. These are ofttimes quantities too small to advertise and special items at special prices. Be sure to see our windows.

Electric Fixture Supplies

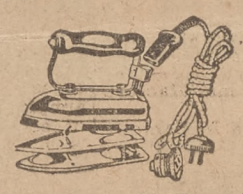
$30 Table Lamps Specially Priced, $12

This is the famous lamp with the unbreakable shade. Stands are in brown or deep silver gray. Lamps that have sold as high as $30, now $12 each while on hand stock remains.



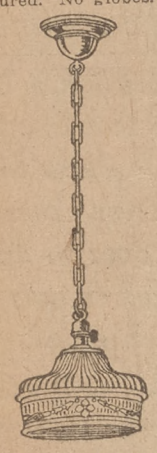
Candle Bracket $2.50

Our No. 10 candle bracket fixture as pictured. No globes.



Guaranteed Electric Irons, $3.50

Fully guaranteed, 6-pound electric irons, specially priced at $3.50 each.

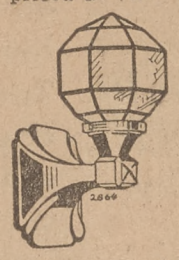


Fixture, $1.75

Our style No. 1970. Has white shade as pictured.

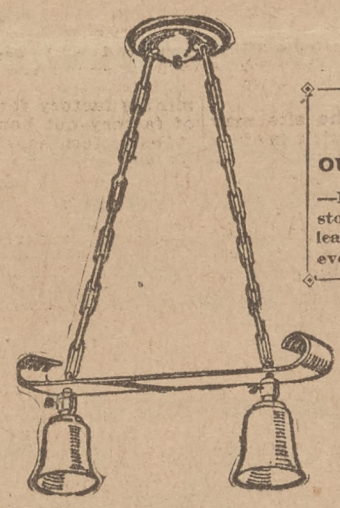
Electric Fans $3.95

The famous Polar Bear Electric fans. 6-inch size.



This Fixture, $2.25

The handsome cast iron bracket fixtures as pictured. It is our No. 2864.



This Fixture, $2.25

2 light flat bar fixture pictured above.

HAIL our free bus

—Ride to either store FREE. Bus leaves each store every 30 minutes.

High Grade Lumber at Attractive Prices

At our main yards we can supply you with high grade lumber and kiln dried finish of a quality you cannot beat anywhere. We also have adequate mill facilities for meeting your requirements in special mill work, etc.

And for those who can use a lower grade of lumber we have large stocks on hand at our salvage yards, 2260 E. Vernon Ave., at prices that mean exceptional savings.

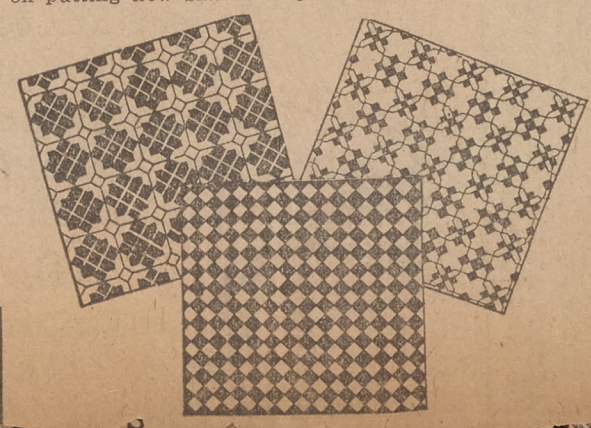
Loom, $20 per Thousand Feet

Split Knobs, $2.00 per hundred.
Brass Key Sockets, 25c each.
Single 040 Brass Switch Plates, 13c each.
Gangable Loom Boxes, 12c each.
No. 14 R. C. Wire, inside or outside kind. 85c per hundred feet.
Flush switches, 25c each.

Window Shades at Popular Prices

We Will Buy Your Old Ones

Ours are high-grade hand-made oil opaque shades, in a variety of colors. If you wish we will send our man out to measure your job and take your order. Then when your old shades come down, we'll allow you credit for them. That means you will save money on putting new shades in your house.



Hardware for Homebuilders

China Closet Doors—a Bargain

Here's a bargain list of china closet doors [illegible] are per pair. All

Ad. No.

Decor Terrace & Gre

Title

Appeared in Date

Cal. Southland

Space page

Cal. Southland May

Across Fairways and Greens to Blue Ocean

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HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*

THIS TYPICAL PALOS VERDES OUTLOOK IS DUPLICATED IN THE VIEW FROM THE CAPPUCCINO CONVENT OVERLOOKING THE CITY OF AMALFI—IN THE RIVIERA.

The Riviera *of* America

Where Beauty Wins Over Commercialism

SUPPOSING a Fairy Godmother suddenly appeared on your doorstep and offered to take you to the Riviera—in the south of France—for the day. Would you go? Of course you would. The Riviera has always stood in your mind as the very finest residential district in the world.

But today the good offices of Fairy Godmothers are not needed. The Riviera is here—in Southern California—just a few miles from your home. Wonderful!

In location, coast line, climate, and in its exact position on the Pacific, Palos Verdes is a physical duplicate of the French Riviera overlooking the city of Nice. Study the small illustration opposite.

Why is it that the world's finest residential communities—such places as the Riviera—Riverside Drive, New York—St Francis Wood, San Francisco—Montecito, Santa Barbara—have been able to retain their natural beauty in spite of growth and expansion?

It is because they have done what Palos Verdes is doing. *They have made artistic development a thing of greater importance than mere commercial growth.*

Scenery, location, a beautiful coast line, are Nature's own gifts. It is left to those who plan and build and live in such places to retain beauty or to destroy it. To make it the place of artistic homes, gardens, parks or give it over to unsightly shacks, beach buildings and so called amusement grounds—common to many of our beach cities.

Palos Verdes will *always* retain its naturally attractive features. Its Protective Restrictions will ensure a beautiful city—the logical centre of culture and refinement.

Already over [illegible] men and women have purchased homesites on its terraced slopes, and will there enjoy life on a higher plane, in better health and greater happiness. Why do you delay your selection? Why not drive down today and get the true spirit of Palos Verdes. See what is being done. Compare the prices. *See what you get for what you pay.*

Palos Verdes prices are low—*from $2000 to $6000 and up.*

View from Cap Mont Baron, in the French Riviera, overlooking the city of Nice on Baie des Anges—the Mediterranean, with the foothills of the Alps in the background. This is an almost exact replica of the view from Monte Malaga, on Palos Verdes, overlooking Redondo, the Pacific and the Santa Monica Mountains in the distance.

PALOS VERDES ESTATES T
549 Lane Mortgage Bldg., Los Angeles

SEND me booklet and full information regarding Palos Verdes—the New City

Name _____

Address _____

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Ad. No.

Title

Appeared in

Space page

Col. Sheltand May

Across Fairways and Greens to Blue Ocean

VISION here a game—on close-clipped fairways and greens—with the ocean, blue as a Mandarin skirt, at your feet; the flash of silver surf on tawny cliffs and gleaming sands paints at each tee a new picture for your enjoyment.

Utterly different—wholly satisfying—Palos Verdes Golf Course, open for play about July, brings to the New City an unsurpassed 18-hole, grass, seaside course of championship length. You may play here every day on turf where every hole is different and the *natural* hazards challenge your skill.

Construction of the beautiful $60,000.00 golf clubhouse begins within a few weeks.

It all belongs to you—you who choose your home in Palos Verdes. A golf course at your door!

Consider well before you go elsewhere. Famous architects and landscape designers are building for you an ideal, residential City by the Sea. With its winding avenues, splendid sites and wise restrictions you may at moderate prices ($2000 to $6000 and up) choose in Palos Verdes a place to live where there is ample opportunity for recreation and free and spacious living.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BUILDING, EIGHTH AND SPRING STREETS
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*

"That's the Only Way I'll Dabble in Oil"

IF OIL is struck in the $100,000 well that star drilling this week on the JONES LANDS in Ker County, Leonard Jones carries every Jones Lan buyer with him to Prosperity. The royalties o from 5 to 50 acres should set a man up for life!

If ALL the wells prove to be dry holes, this land at $600 a less an acre, with three years to pay, is dirt cheap for the early crops it m raise.

That is the only way the average man can afford to dabble

Furniture Firm Places Plant on Operating Basis

LOCAL CORRESPONDENCE

BELL, May 31.—The new White-Smith furniture factory here has just been put in operation, starting with a force of sixty-five men. It is said that there will be at least a force of 125 men employed within the next few weeks.

The company, which has just recently completed its plant here, has its buildings located on Fruitland avenue, just east of Downey Road and close to the Terminal warehouse. The concern will manufacture what is known as the eastern hardwood bedroom furniture in the popular style and finish. Dayton is president and general manager and J. R. Elliot is secretary and treasurer. George Sonnich, the inventor of the methods and formula employed in the manufacture of this product, has been in Los Angeles for some time, aiding in the organization of the concern and the installation of the machinery.

The building leased by the company has been remodeled to meet its needs. A special hot room for preheating the materials used has been installed, together with a 35 horsepower tubular gas boiler, mixing tubs and other equipment.

The firm starts business in Los Angeles with an organization of twenty-four men and five trucks. It will enlarge its force and equipment as occasion demands. The present unit affords a capacity of 10,000 pounds a day.

Plans in sectional territories throughout the United States.

TILE UNIQUE

Roscoe declared that the type of hollow concrete building tile which is produced by the tile-making machines has created a huge demand, since it is recognized as one of the cheapest and best forms of construction material known to the building industry today. One of the greatest attractions of this type of construction is the fact that a man of moderate means can build his own home with the material, since the tile is tongued and grooved to make it interlocking, and can be laid with or without mortar.

The building of a house with this tile does not require the technical knowledge of a builder, it is said.

American coal is being sold at $8 a ton in Brazil while that from Great Britain is offered at $8.77.

Anaheim Organization Takes Over Northern Plant

Santa Barbara Unit to Make Company Big Producer

Tile and Cement Machinery to be Manufactured

LOCAL CORRESPONDENCE

ANAHEIM, May 31.—The first movement in following the plan outlined to bring industries to Anaheim was made here this week when it was announced that the Anaheim Metal Industries, Inc., of this city, had taken over and absorbed the assets and liabilities of the L. & E. Machinery Company of Santa Barbara and the Anaheim Metal Industries Company of Anaheim.

The new company, incorporated under the laws of California, is to be manned by Los Angeles and Anaheim capital for $400,000. John Q. Roscoe, manager of the local plant, is responsible for bringing about this consolidation and the locating of the new company in Anaheim. The officers of the new corporation have not yet been announced, but they will be composed of prominent Anaheim, Los Angeles and Santa Barbara men.

LEASE MACHINES

Manufacturing of cement mixing and tile machines and other similar machinery under patents now held and to be acquired, will be carried out by the company, and all goods will be made at the four-dry and plant located at Atchison and Santa Fe streets here.

As fast as can be learned at the plans of the corporation include the leasing of tile-making machines to responsible individuals or

Pacific Coast Division of Eastern Organization Starts Manufacturing Product

The Standard Nut Margarine Company of California, Ltd., which has just been organized, will operate here under patents and methods perfected by the company of the same name doing business in Indianapolis and Chicago.

The Indianapolis division of this concern was organized three years ago, and in that time has built up its business to such an extent that it sells one-third of the entire butter-substitute output of Indiana. The Chicago plant is capable to that in Indiana.

The one-story brick building at the southeast corner of Main and Thirtieth streets was leased to the new concern through the Frank Meline Company for business quarters. H. L. Lewis, manager of the realty firm's industrial property department, handled all negotiations for the Standard Company, while H. M. Joy represented H. T. Love, the lessor, of the new organization. C. T.

Santa Ana's Huge Shops to be Rushed Construction Crews

ON FACTO

SANTA ANA, May 31.—

[EXCLUSIVE DISPATCH]

struction work is expected to start at Santa Ana's central industrial area Monday on the plant of the $400,000 plant c Standard American Glass Co facturing Company, which to an announcement yesterday Company's "Hiabouts" accor Hal W. Thorne, manager of Iron Works of Los Angeles, industrial department of the Union Iron Works is represented in the Southwest territory for Shepard electric cranes, hoists equipment.

A. L. Dixon, manufacturers agent, has been appointed agent for the Shepard Electric Crane and Hoist Company in conjunction with its factory in Santa Ana. The director have purchased a plant and expect to operate a plate-factory in conjunction with a larger plant, the smaller unit to be located on the site chased in Santa Ana.

SALES AGENT FOR HOISTS APPOINTE

The Dixon Glass Company Los Angeles is understood to Ohmandine the Santa Ana compa

accordingly to present plans, here. Twenty-five cars of li to the scene of building operat men on the pay roll. Later, the company expects to place operations are in full order. When the first unit is comp will complete the consignme

The first carload of a $2 of the Mississippi River. tory producing window glass completed will be the largest shipment of lumber ever made at Los Angeles Harbor this and railway spurs have been

THIS TYPICAL PALOS VERDES OUTLOOK IS DUPLICATED IN THE VIEW FROM THE CAPPUCCINO CONVENT OVERLOOKING THE CITY OF AMALFI—IN THE RIVIERA.

The Riviera *of* America

Where Beauty Wins Over Commercialism

SUPPOSING a Fairy Godmother suddenly appeared on your doorstep and offered to take you to the Riviera—in the south of France—for the day. Would you go? Of course you would. The Riviera has always stood in your mind as the very finest residential district in the world.

But today the good offices of Fairy Godmothers are not needed. The Riviera is here—in Southern California—just a few miles from your home. Wonderful!

In location, coast line, climate, and in its exact position on the Pacific, Palos Verdes is a physical duplicate of the French Riviera overlooking the city of Niee. Study the small illustration opposite.

Why is it that the world's finest residential communities—such places as the Riviera—Riverside Drive, New York—St Francis Wood, San Francisco—Montecito, Santa Barbara—have been able to retain their natural beauty in spite of growth and expansion?

It is because they have done what Palos Verdes is doing. *They have made artistic development a thing of greater importance than mere commercial growth.*

Scenery, location, a beautiful coast line, are Nature's own gifts. It is left to those who plan and build and live in such places to retain beauty or to destroy it. To make it the place of artistic homes, gardens, parks or give it over to unsightly shacks, beach buildings and so called amusement grounds—common to many of our beach cities.

Palos Verdes will *always* retain its naturally attractive features. Its Protective Restrictions will ensure a beautiful city—the logical centre of culture and refinement.

Already over 3000 men and women have purchased homesites on its terraced slopes, and will there enjoy life on a higher plane, in better health and greater happiness. Why do you delay your selection? Why not drive down today and get the true spirit of Palos Verdes. See what is being done. Compare the prices. *See what you get for what you pay.*

Palos Verdes prices are low—*from $2000 to $6000 and up.*

View from Cap Mont Baron, in the French Riviera, overlooking the city of Nice on Baie des Anges—the Mediterranean, with the foothills of the Alps in the background. This is an almost exact replica of the view from Monte Malaga, on Palos Verdes, overlooking Redondo, the Pacific and the Santa Monica Mountains in the distance.

PALOS VERDES ESTATES
549 Lane Mortgage Bldg., Los Angeles

SEND me booklet and full information regarding Palos Verdes—the New City

Name _____

Address _____

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.,
8TH AND SPRING STS.
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*
Telephone VAndike 2481

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
23 American Ave.
Phone 611249

PALOS VERDES
Office near entrance
Malaga Cove District

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012W

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

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Page

Cal. Southland - May

Ad. No.

Across Fairways & Greens

Title

Appeared in Date

Cal. Southland

Space page

Across Fairways and Greens to Blue Ocean

VISION here a game—on close-clipped fairways and greens—with the ocean, blue as a Mandarin skirt, at your feet; the flash of silver surf on tawny cliffs and gleaming sands paints at each tee a new picture for your enjoyment.

Utterly different—wholly satisfying—Palos Verdes Golf Course, open for play about July, brings to the New City an unsurpassed 18-hole, grass, seaside course of championship length. You may play here every day on turf where every hole is different and the *natural* hazards challenge your skill.

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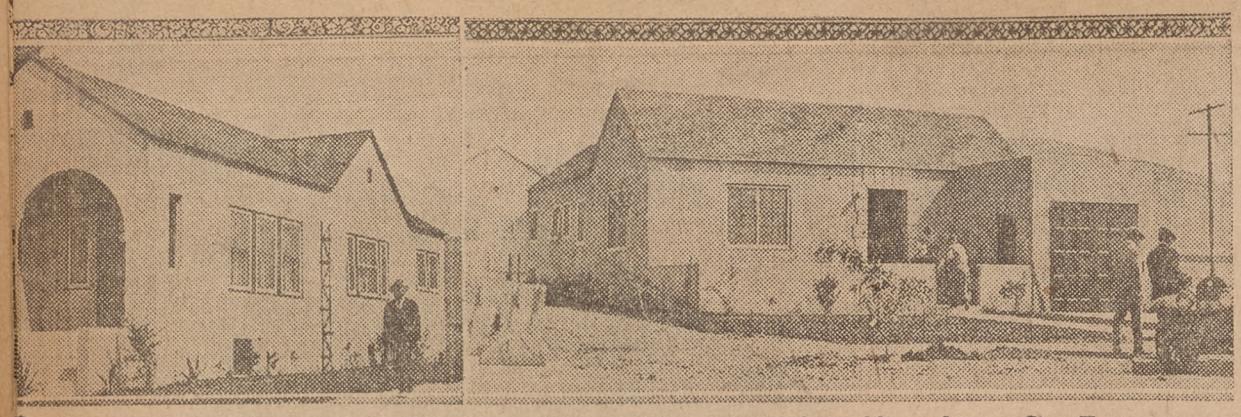
BANK OF AMERICA, *Trustee*

ETE SMALL HOMES EXPOSITION OPENS TODAY



homes on view at the California Small Homes Exposition, open to the public today at City Terrace.

Structures Specially Planned by Members of American Institute of Architects

building equipment and household appliances has been prepared in attractive canvas booths placed between the model houses. An interesting exhibit of water using apparatus has been prepared in a specially built water temple by the Belvedere Water Company.

Today's program will be opened by F. R. Feitshans, president of the exposition, who will briefly explain the purposes of the enterprise. "It is our hope," said Feitshans yesterday, "that the artistic standards for small house architecture and interior decoration will be definitely raised in Los Angeles from now on as a result of this demonstration of what can be done when good taste and skill are used in spending a very small amount of money."

Following the brief opening addresses a musical program will be given by Dr. Ed. M. Hiner and his band of fifty pieces. An outdoor auditorium has been constructed for the exposition with a seating capacity of more than 5000.

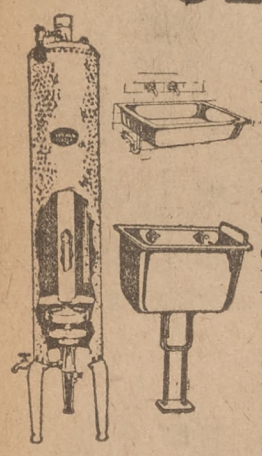
Special arrangements have been made by both the Pacific Electric and the Brooklyn avenue yellow car line to handle a capacity crowd during the afternoon.

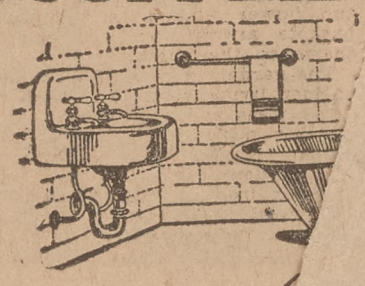
Automobile p[arking] space has been provided f[or] on the exposi[tion] automobile ent[rance] tion is directl[y] Speedway on [Brooklyn] cars coming [from] reach the ho[me] lyn avenue [line].

The expo[sition] enterprise [under the] rection of [the] committee [of] of expert [engineers] geles.

6 PC. Plumbing Sets

"GRADE-A" FIXTURES & SUPPLIES





Our famous 6-piece home plumbing set. Everything complete to the rough plumbing. Bath tub (4, 4½ or 5 ft.), wide apron lavatory, low vitreous china toilet, kitchen sink, laundry tray and combination water heater and tank.

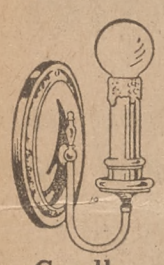
It is all "A" Grade, California Poppy Brand, absolutely fir[st] quality, fully guaranteed. Made in our own factories, a[nd] we stand back of it unhesitatingly.

Think of buying all the plumbing fixtures complete to rough plumbing, for a small home, at $125.

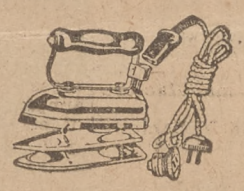
Electric Fixture Supplie[s]

$30 Table Lamps Specially Priced, $12

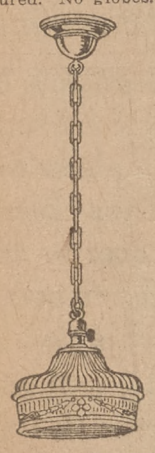
This is the famous lamp with the unbreakable shade. Stands are in brown or deep silver gray. Lamps that have sold as high as $30, now $12 each while on hand stock remains.



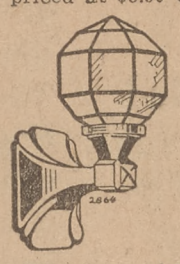
Candle Bracket $2.50
Our No. 10 candle bracket fixture as pictured. No globes.



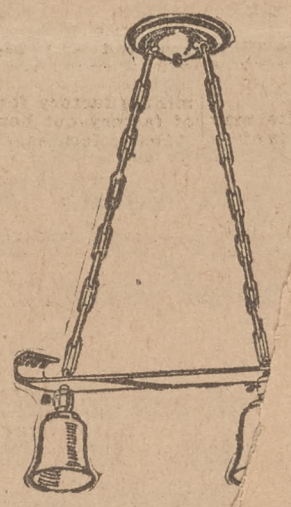
Guaranteed Electric Irons, $3.50
Fully guaranteed, 6-pound electric irons, specially priced at $3.50 each.



Fixture, $1.75
Our style No. 1970. Has white shade as pictured.



This Fixture, $2.25
The handsome cast iron bracket fixtures as pictured. It is our No. 2864.



This Fixtur[e]
2 light flat
pictured abov[e]

Electric Fans $3.95
The famous Polar Bear Electric fans. 6-inch size.

Loom, $20 per Thous[and]
Split Knobs, $2.00 per hundred.
Brass Key Sockets, 25c each.
Single 040 Brass Switch Plates, 13c each.
Gangabl[e] each.
No. 14 [wire] outs[ide] hun[dred]
Flush[ing]

Hardware for Homebuilders

China Clo[set] a Bargain
Here's a bargain list of china closet doors[:] [pr]ice per pa[ir]. All

Ad. No.

The Riviera of Amer[ica]

Title

Appeared in Times Date 6/

Examiner

Space Page

Progres[s] Ele[ctricity]

In the marv[elous] of the experim[ents] tricity, the We[stern] and Manufact[uring] which has devel[oped] tion made by [Dr.] William Stanley [Jr.] has played its pa[rt] Over a period o[f] company, it is poi[nted] veloped a comme[rcial] current system, a[lso] the transformer, t[he] meter, Wurtz ligh[tning] Stillwell regulator, [the] Mershon compensat[or] Chicago World's [Fair] Niagara to electric [power] keted the first suc[cessful] reduction railway m[otor] the steam turbine in [the] the first successful [rotary] converter, electrifie[d] Haven, Pennsylvania, Norfolk and Western, Boston and Maine a[nd] railroads and supplie[d] for the Chicago, Mi[lwaukee] St. Paul railroad, electrifying and su[burban] paratus for many oth[er] and foreign railroads; d[irect] Melville-MacAlpine gea[red] first 1,000,000 volt tran[smission] finally instituted radio ing which is today pe[rfect] definite service in the American public.

Ad.No.

The Riviera of America

Title

Appeared in Tel. News 6/4

Space 3413

The Riviera of America

Where Beauty Wins Over Commercialism

If a Fairy Godmother offered you a trip to the Frenc Riviera for the day, would you go? Of course you would. Because you would want to see the very finest residential district in the world.

But today you don't need a Fairy Godmother—the Riviera is here, practically at your doorstep. Palos Verdes!

In location, coast line, climate, and in its identical position on the Pacific, **Palos Verdes duplicates the French Riviera.** From the promontory on Malaga Bay looking out over Redondo, you have the exact view you get from the cape overlooking the City of Nice.

How have these world-famed places managed to expand and yet retain their natural beauty? Simply by **making artistic development a thing of more importance than mere commercial growth.** They have done what Palos Verdes is doing. Palos Verdes will always be beautiful—its Protective Restrictions will ensure that.

Palos Verdes will be a center of culture and refinement—**already over 3000 men and women have bought Homesites there.** They will enjoy better health, have greater happiness. live on a higher plane. So can you, if you act quickly.

Drive down today. Investigate. See the improvements. Ask questions. Find out what you get for what you pay. Delay no longer.

Palos Verdes prices are lower than you think—from $2000 to $6000 and up. Drive out today, or, come with us as our guest. Private automobiles leave the Lane Mortgage building daily at 9:30 a. m. Phone for your reservation.

Mail this coupon and get FREE BOOKLETS—The whole story.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th & Spring Sts.

HENRY CLARKE,
Director of Sales

BANK OF AMERICA
Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

PALOS VERDES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 611-249.

TORRANCE
Gilbert, Hansen & Page
Phone 166

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012-W

Palos Verdes Estates,
550 Lane Mortgage Bldg.
Los Angeles. VAndike 2481.

Send me free booklets about Palos Verdes.

Name _____

Address _____

OMES EXPOSITION TODAY

he California Complete Small Homes Exposition at City Terrace. The portrait the Royal Academy at Madrid, who will be heard at City Terrace today.

of the y pros- the in- lled by ring the women

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s prepar- s for an cted south ce, for the nent Com- 1200 feet, nstruction, n the pier nstruction; feet. The h the lat- us.

entertainers; G. W. Mackie and his "Queen's Hawaiians;" Mme. Teodora Wismiewska, Polish coloratura soprano; Don Fiatto, accordion player; Leslie Brigham, tenor; Senorita Emilia Leovalli, prima donna of the Royal Opera House of Madrid; Maestro Jose Cordaba Cantu at the piano, and Jane Plaskett's Jazz Girls.

BRICK DRYER IS SUCCESSFUL

Setting a new record in the clay industry west of Chicago, a huge humidity dryer constructed at a cost of $30,000 in the Date street plant of the Los Angeles Pressed Brick Company yesterday cut the drying time of tile roofing from forty-eight hours to five hours in an inspection test of the apparatus.

"Production of roofing tile at our local plant is increased many fold through the new system of drying," said Howard Frost, president of the company, yesterday.

"The five-hour drying time means that we will be in a better position than ever before to keep pace with the construction activity in Los Angeles."

WILL PORTRAY DEVELOPMENT

The local chapter, Associated General Contractors of America, has announced its intention of inaugurating soon a feature photo news service throughout Southern California, whereby the public will be able to observe the progress and development of construction in the Southland.

Interesting pictures of the construction of important engineering and building projects will be taken each week by the organization's cameramen, and these will be displayed in the public libraries and windows of banks and other stores.

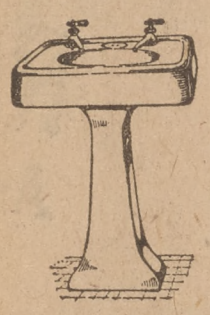
The first of the series of photographs will show work of unearthing the six prehistoric men recently found by the Thomas Haverty Company engineers on Angeles Mesa, near the Baldwin Hills.

Surplus Stock Sale!

Here's a saving opportunity for thrifty buyers. A quick closing out of certain surplus stocks and all at tremendous savings!

Window Specials On Surplus Stocks

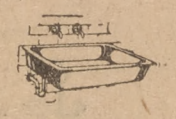
Grouped in the windows will be special items, quantities of which are often too small to advertise, but the prices will well repay you for coming down.



Pedestal Lavatories
$10 to $15

Just 100 cast iron white porcelain enameled pedestal lavatories. These are factory seconds and imperfect—some damaged in handling. They are "sold as is" and are a real buy. No fittings included.

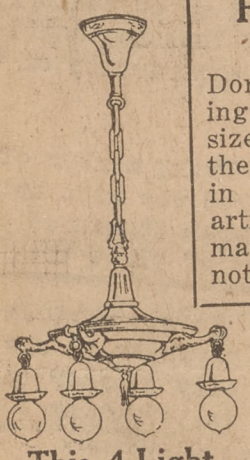
Kitchen Sinks, $3 and $5



Pressed steel enameled and cast iron porcelain enameled kitchen sinks in various sizes, $3 to $5 each. No fittings included.

Headquarters for Art-Kast Fixtures

Don't forget in choosing your lighting fixtures that we are the recognized Los Angeles headquarters for the famous Art-Kast fixtures. Made in California, they reflect the artistry of design for which so many California made products are noted.



This 4-Light Fixture, $11.50

It is our No. 1214 and may be had in brown and gold or gray and gold. No lights included.

6-Inch R. I. Ball, 75c

Porch Fixture Pictured Above.

One Light Chain Drop and Shade, $1.25

Just as you see it pictured.

1 Inch Black Pipe, 7½c Per Foot

How's that for a saving? New black iron pipe. It has been exposed to the weather for some time and the outside is slightly rusted. To dispose of this surplus stock, a special price of 7½c per foot is offered.

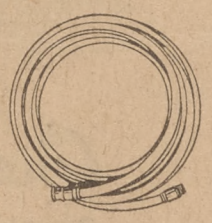
Special for This Week Only Breakfast Chairs, $2.00 Each

The attractive high or low back breakfast table chairs, used in nooks, etc. Made of hardwood and are unfinished. Paint or stain them yourself. $2.00 each—a limit of 4 to a customer.

Garden Hose, 9c Ft.

Inventory time is approaching and we are going to reduce our stock. The 4-ply ½-inch hose will be 9c per foot; the ¾-inch, 11c ft. The 5-ply ½-inch will be 11c ft.; the ¾-inch, 13c.

The moulded, corrugated hose, ½-inch, at 11c per foot and the ¾-inch at 14c.



1-Inch Black Conduit $11.50 Per Hundred Feet

Main Line Switches, 55c each.
Split Knobs, $2.00 per hundred.
Brass Key Sockets, 25c each.
Single 040 Brass Switch Plates, 13c each.
Gangable Loom Boxes, 12c each.
No. 14 R. C. Wire, inside or outside kind. 85c per hundred feet.
Flush Switches, 25c each.

Electric Cooker Demonstration At Your Home

You will never know the true comfort and joy of getting a meal while away from home until you see the Kercher Electric Cooker. It is the only one of its kind on the market.

Simply prepare your food—vegetables, meat and all—put it into the electric cooker. Set the alarm clock and go away for the day. When you reach home for supper, the meal is cooked, warm and piping hot. If you are late, the automatic thermostat control will keep it hot without burning it.

We will demonstrate the Kercher Electric Cooker in your home at the time you want it. Phone us for demonstration.

Red and Green Roofing Mineral Surfaced, $2.50 Roll

One of the best roofings we handle, and remember it weighs 80 pounds to the roll. All nails and cement necessary to lay are included.

Screen Wire 3½c Ft.

The famous Sun Red Edge Alumina Screen Wire Cloth. One of the best makes on the market. Specially priced at 3½c per square foot.

Money Savers in Sash and Doors

Glance over this list of China Closet Doors and profit by the low prices:

2/6x2/6—1-inch, 2-panel		$1.47	Pair
2/8x2/0	" "	1.47	"
2/8x2/6	" "	1.71	"
2/8x3/0	" "	1.93	"
2/6x4/0	" "	2.00	"
3/0x3/0	" "	1.75	"
3/0x3/6	" "	2.00	"
3/0x4/0	" "	2.30	"
3/0x4/6	" "	2.40	"
		1.93	"

Ad.No.

The Riviera of America
Title

Appeared in Del. News 6/4

Space 3413

The Riviera of America

Where Beauty Wins Over Commercialism

If a Fairy Godmother offered you a trip to the Frenc Riviera for the day, would you go? Of course you would. Because you would want to see the very finest residential district in the world.

But today you don't need a Fairy Godmother—the Riviera is here, practically at your doorstep. Palos Verdes!

In location, coast line, climate, and in its identical position on the Pacific, **Palos Verdes duplicates the French Riviera.** From the promontory on Malaga Bay looking out over Redondo, you have the exact view you get from the cape overlooking the City of Nice.

How have these world-famed places managed to expand and yet retain their natural beauty? Simply by **making artistic development a thing of more importance than mere commercial growth.** They have done what Palos Verdes is doing. Palos Verdes will always be beautiful—its Protective Restrictions will ensure that.

Palos Verdes will be a center of culture and refinement—**already over 3000 men and women have bought Homesites there.** They will enjoy better health, have greater happiness. live on a higher plane. So can you, if you act quickly.

Drive down today. Investigate. See the improvements. Ask questions. Find out what you get for what you pay. Delay no longer.

Palos Verdes prices are lower than you think—from $2000 to $6000 and up. Drive out today, or, come with us as our guest. Private automobiles leave the Lane Mortgage building daily at 9:30 a. m. Phone for your reservation.

Mail this coupon and get FREE BOOKLETS—The whole story.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th & Spring Sts.

HENRY CLARKE,
Director of Sales

BANK OF AMERICA
Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

PALOS VERDES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 611-249.

TORRANCE
Gilbert, Hansen & Page
Phone 105

SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012-W

Palos Verdes Estates,
550 Lane Mortgage Bldg.
Los Angeles. VAndike 2481.

Send me free booklets about Palos Verdes.

Name _____

Address _____

"Palos Verdes

is an object lesson for the whole country"

—*says* National Conference on City Planning

GEORGE B. FORD, President FLAVEL SHURTLEFF, Secretary

NATIONAL CONFERENCE ON CITY PLANNING
130 EAST TWENTY-SECOND STREET
NEW YORK CITY

RECEIVED MAY 1 1924 Answd

May 15, 1924.

General Manager,
Palos Verdes,
Los Angeles, Calif.

Dear Sir:-

I am exceedingly sorry that I did not have a chance to see you before I left Los Angeles and tell you in person how much I appreciated the opportunity of visiting your unique undertaking at Palos Verdes.

Every member of the National City Planning Conference with whom I talked was most enthusiastic about Palos Verdes. They all seemed to feel that it marked a new departure in town building - that it is just the sort of place that they would like to live in themselves.

It was obvious at a glance, that it is unique among possible sites anywhere in the Los Angeles district and it was also obvious to the trained city planner that you are making the most out of a difficult problem; that is, adapting ocean and hillside sites to an attractive and even intimate development.

In this well worth while undertaking we believe you are succeeding in a remarkable degree.

We were also particularly struck with the amount of open space which you are preserving for common use and we are glad to know that you are finding it economically profitable to leave so much common open space as it will serve as a splendid example to us in trying to do likewise in other cities.

We were particularly impressed with your art jury, with its ample endowment. Our experience tells us that yours is the first subdivision where the best architectural and landscape talent has been placed permanently in absolute control of the quality and character of every detail of the development.

Palos Verdes is an object lesson for the whole country and I assure you we warmly appreciate the opportunity you gave us of studying it.

Very truly yours,

G. B. Ford

GBF/SR

So have over 3000 others—who have bought Homesites!

A "Success" of now over Ten Million Dollars

One acre in every four—for Parks etc.

A new Residential City - where Beauty wins over Commercialism

So well adapted that 60% of all Lots have an unobstructed Ocean view

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C.H. Cheney-Jay Lawyer Myron Hunt-D.C. Allison and Robt. D. Farquhar all leaders in their profession

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Phone 166

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The New City - where Home Estates cost but $2000 and up

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Howard H. Towle	Howard H. Towle	Office near entrance	Tolton Company	Gilbert, Hansen & Page	Howard H. Towle
Lobby Redondo Hotel	22 American Ave.	Malaga Cove District	285 N. Garey St.	Phone 166	495 7th St.
Phone 5005	Phone 63940				Phone 1012W.

Semi-Annual 15-Day
nventory Sale
rts Monday

r odd lines, surplus stocks, special purchase lots -- a complete realignment fore inventory, and to head this great 15-day event we have

of Wall Paper on Sale at Half and Less

The year is pretty well along and we are going to completely dispose of our large stock of wall paper. Remember, these are all, with a few exceptions, new 1924 patterns.

Think of buying 1924 papers for less than half the regular selling price, and regular selling price means the prices we have been actually getting for these papers. They are the newest and latest designs on the market today,

60c Tiffany Blends, 30c Roll
75c Crepes, 37½c Roll
60c Washable Wall Papers, 35c Roll
Wall Paper at 5c and 10c Roll

A limited quantity, which includes all our remaining 1923 patterns regardlees of previous prices, are going on sale at 5c and 10c per roll.

$2.00 Wall Papers	80c Roll
$1.75 Wall Papers	75c Roll
$1.50 Wall Papers	60c Roll
$1.25 Wall Papers	50c Roll
$1.00 Wall Papers	40c Roll
90c and 80c Wall Papers	30c Roll
75c and 60c Wall Papers	28c Roll
55c and 50c Wall Papers	25c Roll
40c Wall Papers	22c Roll
30c Wall Papers	15c Roll
20c Wall Papers	12c Roll

All Prices Based on Single Rolls

By a trade custom wall paper is put up two rolls to the piece.

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without complete trim.
25 to $28.60.

ubs $29.50
, priced without fittings.
made in our own factory

California Tubs, $30
A rare bargain opportunity for the home builder. California tubs priced without fittings at $30 each. Slightly off grade.

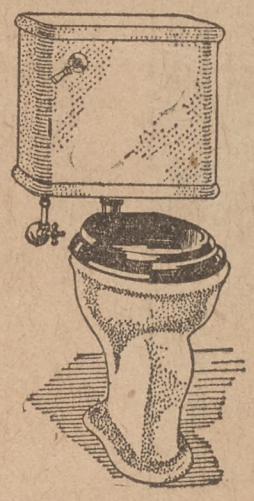
Kitchen Sinks, $3 to $5
Enameled steel sinks and some cast iron porcelain enameled sinks. Assorted sizes. Priced without fittings.

Wall Lavatories, $3 to $7
Cast iron white porcelain enameled lavatories, priced without fittings at $3 to $7 each. Price reduction because enamel is slightly chipped. Out they go in the Pre Inventory.

Think of buying complete toilet combinations with Birch Mahogany seats and everything necessary to connect with the rough plumbing, including screws, washers, angle valve, etc., at $20 each. They are slightly off grade.

Toilet Combinations, $28.50
Strictly "A" Grade

Toilet combinations complete to the rough. Fully guaranteed, absolutely "A" Grade, at $28.50.



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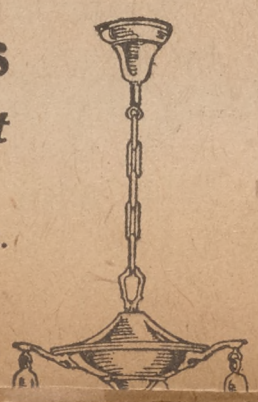


Pre-Inventory on Garden Hose 9c Foot

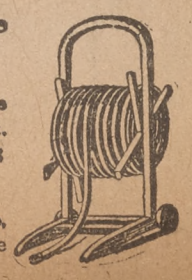
Screen Wire 3½c
It's Rust Proof

You know the quality of Sun Red Edge Alumina Screen Wire Cloth and we have practically every standard width at 3½c per square foot.

We are reducing the stocks of garden hose.

The 4-ply ½-inch hose will be 9c per foot; the ¾-inch, 11c ft. The 5-ply ½-inch will be 11c ft.; the ¾-inch, 13c.

The moulded, corrugated hose, ½-inch, at 11c per foot and the ¾-inch at 14c.



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May 15, 1924.

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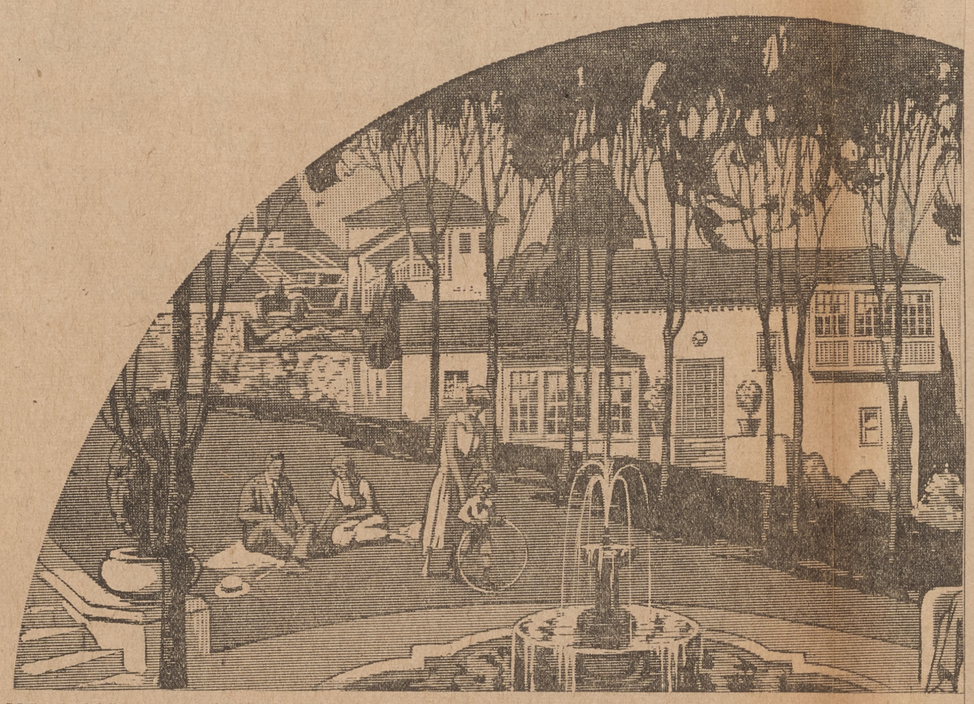

HILLSIDE RESIDENCE OF MRS. M. W. BRASHEAR—ON VIA TR

"-mid restful verdure of s

with mountains and ocea
your permanent backgro

ON a hillside, overlooking the boundless blue of the Pacific.....her window framing a vista of sea-girt beach, mile on mile.....in the distance the tawny slopes of the Santa Monica mountains....and, from her front porch, the restful verdure of a splendid park...such will be the setting for the fine home of Mrs. M. W. Brashear.

Visualize this wonderful location for a moment...think of the joy of living in such a place...with such a view ...in close proximity to a well-kept park, with trees, flower beds and trim lawns.

Palos Verdes has more than 450 acres of these park lands....reserved forever for the exclusive use of the homesite owners....one acre in every four...artistically landscaped....to remain as beauty spots, forever free from building or business encroachment.

Many of these beautiful locations are still available . . . at prices which

OF the total acreage under development, 457 acres of Palos Verdes are recorded as "parks", reserved and not for sale. On these public areas, extensive planting and landscaping is already under way—literally hundreds of thousands of trees, shrubs and plants—all from the Palos Verdes nurseries on the property.

There are also 150 acres of school sites reserved, to be donated to the proper authorities, when they are ready to build.

The upkeep of these parks will be by small annual levy—all such taxes and assessments limited to never exceed the rate of the old city of Los Angeles.

No other residential community offers so many exclusive features as Palos Verdes . . . an 18-hole grass golf course with its club house . . . protective restrictions, in perpetuity . . . an Art Jury to control all development work . . . a Finance and Building Company . . . yet with all these privileges, prices are considerably lower than in many other districts less fortunately situated.

Mail the coupon today.

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550 Lane Mortgage Bldg., Los Angeles
SEND me booklet and full information regarding Palos Verdes—the New City

*Name*_____

*Address*_____

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Large home estates cost from $2000 to $6000 and up.

Why not drive down today? See these things for yourself. See what you get for what you pay.

Do not delay any longer. Come as our guest if you will; private automobiles leave the Lane Mortgage Building daily at 9:30 a. m.

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Phone 166

POMONA
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SAN PEDRO
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Sederlund Bldg.
495 7th St.
Phone 1012W

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

Hillside Residence of Mrs. M. W. Brashear—on Via Tranquilla—Overlooking Park

"—mid restful splendor of verdant park"

[*with mountains and ocean as your permanent background*]

ON a hillside, overlooking the Pacific.....her window framing a vista of sea-girt beach.....in the distance the mountains.....and, from her front porch, the restful verdure of a splendid park.....such will be the setting for the home of Mrs. M. W. Brashear.

A wonderful situation.....think of the joy of living in such a place.....and in close proximity to a park, with trees, flower beds and lawns.

Palos Verdes has more than 450 acres of these park lands .....reserved forever for the homesite owners.....one acre in every four.....beauty spots, free forever from building or business encroachment.

Many beautiful locations are still available.....at prices which are considerably lower than you imagine.

Palos Verdes is one of the biggest institutions of its kind in the West.....its land valuation alone exceeds $17,000,000.....Its artistic development will be superior to anything hitherto attempted. More than 3000 people have bought sites in the New City after comparing it with every other available community.

Palos Verdes is making artistic development a thing of greater importance than mere commercial expansion.

Large home estates cost from $2000 to $6000 and up. Prices include all basic improvements.

No other residential community offers so many exclusive features as Palos Verdes.....an 18-hole, grass golf course with its club house.....protective restrictions in perpetuity.....an Art Jury to control all development work.....a Finance and Building Company.....yet with all these privileges, prices are considerably lower than in many other districts less fortunately situated.

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"-mid restful verdure of splendid park"

with mountains and ocean as your permanent background

ON a hillside, overlooking the boundless blue of the Pacific .....her window framing a vista of sea-girt beach, mile on mile.....in the distance the tawny slopes of the Santa Monica mountains ....and, from her front porch, the restful verdure of a splendid park...such will be the setting for the fine home of Mrs. M. W. Brashear.

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Many of these beautiful locations are still available . . . at prices which are considerably lower than you imagine . . . with this guaranteed environment, your future home surroundings will be assured for all time.

This feature of stability and permanence has already been directly responsible for over 3000 sales of sites, to men and women in every walk of life. Mrs. Brashear's fine $16,000 residence is but another noteworthy example.

Palos Verdes is one of the biggest institutions of its kind in the West...its land valuation alone exceeds Seventeen Million Dollars . . . its artistic development will be superior to anything hitherto attempted. Those who have bought sites in the New City, have done so after comparing it with every other available community . . . they have chosen to live there because of its location...its ideal living conditions...*because it is making artistic development a thing of greater importance than mere commercial expansion.*

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SAN PEDRO
Howard H. Towle
Sederlund Bldg.
495 7th St.
Phone 1012W

BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

Ad. No.
Title "Mid Restful Verdure of Splendid Park"
Appeared in Examiner Date 6/15
Del. Mess
Space Page

Ad.No.
Yacht Race
Title
Appeared in Date
Times 6/14

Space

Yacht Race

Palos Verdes

Today

THE first annual San Clemente Yacht race for the Palos Verdes cups and perpetual challenge trophy starts this afternoon. More than twenty-five yachts will compete in this 124-mile yachting classic—the longest race on the Pacific this year.

Start will be made from Portuguese Bend, Palos Verdes, at 1:30 p. m. Race will be under the auspices of the California Yacht Club and promises to be one of the most picturesque and thrilling events in western waters.

The public is cordially invited to witness the start. By automobile go via Redondo to Portuguese Bend, Palos Verdes. By yacht or motor boat, round the breakwater and Pt. Firmin and steer WNW to Portuguese Bend.

Ad.No.
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Tomorrow

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ALLS FOR THE EXPENDITURE OF MANY MILLIONS

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ghn for the
west corner
Ocean View
and Bertha

rontage on
eet with an

Ocean View frontage of 177.36 feet.

As a site for a new $75,000 garage and store building negotiations have just been completed by the Western Mechanical Works for securing a 15-year lease on property at 3219 South Figueroa street from Bertha Browne. The aggregate rental of the lease is $350,000.

Following the leasing of the site, S. N. Benjamin was awarded the contract at approximately $75,000 for the erection of the new building which will be two stories in height,

141 by 309 feet. The front por
of the structure will contain
stores. Both parties in the
action were represented by

HOFFIT
Fire and Water Re ing
Bring in Your Plans and Money
MILLER & ay
1040 South Br Trinity 8531
Los Angeles
STUCCO

Lindsay of Roy C. Seeley Company.

For a consideration of $300,000, Sumner Sollitt Company, Chicago, has been awarded the contract for the erection of the new Santa Fe Hospital to be built by the Santa Fe Railroad at Sixth and St. Louis streets.

CONSTRUCTION MACHINERY CO.
OF WONDER CALIF.
CONCRETE MIXERS
CONTRACTORS EQUIPMENT - WOODWORKING MACHINERY
455 E. 3rd ST. LOS ANGELES CAL. Phone VAndike 2187

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time—here's your opportunity. Surplus stocks, special pur-
dd lots and broker lines, as well as much regular merchan-
sacrificed to reduce stocks prior to inventory.

Floor Covering, 45c Sq. Yard

It's All High Grade, First Quality—No Seconds

Floor Covering that sells regularly at a considerably higher price. It's

Bargains

your lists and see what
sizes tha
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ards, $30
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$45.
c and up
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Save $2.50 and $3.00
on First Quality En

We are realigning stocks in the paint departm
certain lines, and here's where you can save.

$8.50 Calmans Enamolin, $5.50 Gallon, and the smaller sizes are in proportion. $4.50 ½ Gals., Now $3.00 Gal.

$7.50 Heath & Milligan Superior Enamel, $5.00 Gal.

$4.00 ½ Gals.	Now $2.60
$2.25 ¼ Gals.	Now $1.35
$1.25 ½ Gals.	Now 75c

Heath & Milligan House Paint, $3.00 Gal.

Just a few colors remaining, all going in the Pre-Inventory at $3.00 per Gallon.

Our Salesman Will Call at Your House

Call us on the telephone and we will have one of our salesmen call on you at your convenience and discuss the matter in detail. He can quote you prices and give you full advantage of our Great Pre-Inventory Sale.

Imagine a home for $380, and a garage besides. Large living room, bath and kitchen. Never before have you been able to secure a garage house of this size at such a reasonable cost.

This price includes all Redicut material at the factory. Price for erection on application.

Build this garage house on the rear of your lot for the present—rent it when you build your permanent home.

Redimade has reduced prices on all houses and garages. Send for revised list and free folder. Book

Garage-House for $380 F. O. B. Factory

REDIMADE BUILDING COMPANY
AXminster 0129 AXminster 0120
2610 Santa Fe Ave. Los Angeles

See this cabin on display. Hundreds are building these wonder cabins—why not you?

Have you a cabin site up in the hills? Want to get up there and enjoy life? Redimade has just the kind of a cabin you want—a sturdy, two-room building made in sections. One room enclosed—the other screened. Easy to transport—easy to erect—wall sections bolt together. Easily moved. Price includes the floor, walls and roof built-up in sections, roofing, hardware, nails, etc.

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Examiner

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Star Motors escrow	5.50	6.50
United Mort & Loan	4.90	5.50
Western Auto Supply pfd	7.50	8.00
do com	11.00	11.75
Oils		
Henderson Pete Syn	15.00	25.00
Julian Petroleum units	80.00	82.50
O'Donnell-Gillette units	65.00	80.00
Twin Bell	18.00	22.50
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Butter, Cheese and Eggs
(This price quoted for butter is the wholesale price to jobbers, while the price to retailers is from 3 to 4 cents above.)

Butter, extra creamery	$ .33
Extra eggs	.32
Case count	.28
Pullet eggs	.28
Pewee eggs	.22
Cheese	.21

Some Folks Say It Can't Be Done

WE'VE DONE IT

If you think that 45% per year is an impossibility, let us show you. We have averaged that on our Common stock for 27 years and expect to do it for years to come. Our Preferred pays 8% annually in four quarterly installments. If you know of another stock with this record that you can buy AT PAR, buy it. This is going fast. Inquire today. Mail this ad with your name or phone VAndike 4973.

Fiscal Department
Nicholls Grain & Milling Company
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DIRECT PRIVATE WIRES

Chicago & E I	27½		do pfd	53¾	
do pfd	45		Kayser Co	22⅝	P
Chicago G W	5⅜		Kelly-Springfld	14⅜	
C M & S P	14½		Kelsey Wheel	78	P
do pfd	12½		Kennecott Cop	27⅞	
C & N W	53		Keystone Tire	7¾	P
do pfd	55¾		Kinney Co	54	P
Chi Pneu Tool	105¼		Kresge	330	P
C R I & P	63		Laclede Gas	92	P
do 7% pfd	30⅞		Lee Rubber	9	R
	84½		Lehigh Valley	44¾	

Los Angeles St

Bonds

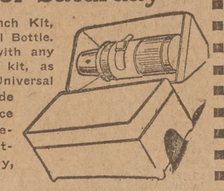
Sales		Closing Bid	Asked
	Amal Sugar 7s '37	102½	---
	Amer Factors 7s '36	103	---
	Associated Oil 6s '38	99¾	---
	Cal-Haw N S R 7s '37	105¼	---
	Cal-Ore Power 7⅛s '41	106¼	---
	Cal Petroleum 6½s '38	97	---
6000	General Petroleum 6s '28	97⅛	97⅜
	do 7s '31	105	---
	Great West Power 5s '46	93⅛	---
	do 6s '50	98⅜	---
	do 7s '50	104	---
14500	do 8s '36	108¾	---
1000	Holly Sugar 7s '37	97	97½
	L A Gas & Elec 5s '54	98	---
	do 5s '39	97	---
	do 5½s '43	93¼	---
5000	do 6s '42	99½	99¾
	do 7s '26	101¾	---
	do 7s '31	108¾	---
	L A Pacific Gtd 4s '50	76⅛	76½
	do 1st 5s '31	91½	92
	do 1st Rfd 5s '43	80½	---
	L A Ry 1st Mtg 5s '38	92	93
	do 1st Rfd 5s '40	79	80
	Mt Whitney 6s '39	105	---
3000	Miller-Lux 1st M 7s '30	101¾	---
	Nev-Cal Elec 6s '48	93½	---
	Orpheum Circ 7½s '28	100½	---
	Pacific Elec Ry 5s '42	86¼	86¾
	Pacific G & E 5s '42	93½	94
	do "B" 6s '41	102¾	---
2000	do "A" 7s '40	107	---
	do 5½s '52	97⅛	---
	Pacific L & P 5s '42	97	---
	do 5s '51	97⅛	---
	Pacific T & T 5s '37	98	---
	do 5s '52	93¼	---
	S Diego C G & E 5s '39	95½	---
	S Diego G & E 5s '47	86¼	---
	do 6s '47	98¾	---
	S Joaquin L & P 5s '45	97½	98¼
	do "A" 6s '50	101½	---
	do "B" 6s '50	99¼	---
1500	do "B" 6s '52	99¼	100¼
	do "C" 6s '50	100	100½
5500	do 7s '51	103¾	104
	S Monica B H Tel 5s '37	85¾	---
	Sierra & S F 1st 5s '49	85½	86½
	do 2nd 5s '49	69½	---
	S Cal Edison 5s '39	97¾	---
	do 5s '44	92	---
	do 5¼s '44	98	98¼
20000	do 6s '44	102¾	103
1000	do 6s '43	99¾	99⅞
	S Cal Gas 5½s '53	91½	---
	do 6s '50	98¼	---
	do 6s '58	97⅜	98½
2000	S Cal Telephone 5s '47	95⅜	95½
7000	S Counties Gas 5½s '36	92	---
	Sutter Basin 6s '37	60	70
	Union Oil Co 5s '31	98¼	---
	do 6s '25	101⅛	101¼
	do 6s '26	100½	---
	do 6s '42	101¼	---
	United Oil 7s '29	99	99½
	Western Pacific 4s '30	82	---
	do 5s '46	89	90¼
	West States G & E		

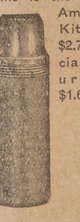
rices are wholesale

table or wall use. Height 12¾ inches. Regular price $10.00. Special..... **$8.25**

. Special for Saturday

Genuine Universal Lunch Kit, complete with Universal Bottle. Do not confuse this with any cheap imported lunch kit, as this is the genuine Universal American made Kit. Reg. price $2.75. Our special price, Saturday only, $1.65 each.





Genuine Thermos No. 15

Quart Corrugated Bottles, highly nickel-plated. Reg. price $3.50 each. Our special price for Saturday, $2.25 ea. We carry complete line of Stanley Unbreakable Ferrostat Bottles. It will pay you to get our prices.

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Improved
ver Steel

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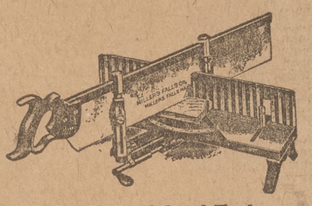


The Home of Good Tools

PK HARDWARE TRADING CO.

Branch Store
263 S Main St.
TUcker 4127

$3.50

MUSSOLINI TELLS DEPUTIES FASCISTI MUST KEEP POWER

By FRANCISCO REA
(United News Staff Correspondent)

ROME, June 24.—While senators staged an attack on the "imprudent dealings" involved in the supposed murder of Deputy Matteotti, Premier Mussolini told the chamber of deputies today that it was necessary that his government remain in power.

The policies of the government must be rendered more effective, he declared.

The premier said he was unable to consider the demobilization of the Fascisti militia.

FASCISTI ONLY SHAKEN

Pointing out that the government policy remains unchanged, Mussolini said:

"Fascisto is only shaken up. It will lose its miry dregs."

When the senate convened this afternoon Senator Tomasso Tittoni denounced the kidnaping of Deputy Matteotti, which has created political excitement throughout Italy.

Speaking on behalf of a group of senators, he declared that "imprudent dealings are responsible for the sinister frame of mind" which made the crime possible.

POLICY STATEMENT

Premier Mussolini was scheduled to make a statement before the senate on the government's policy. A group of independent senators decided in advance that they would not make any demonstration, as is customary, after the premier's address.

It is expected that the property of the Corrier Italiano, Fascist newspaper, will be sequestered in view of the eventual liability of the publishing company for stories in the newspaper believed to have been written to put the police on the wrong track during the Matteotti incident.

The editor of the newspaper, Filipelli, is under arrest in connection with the crime.

CHINESE BEST BUSINESS MEN, SAYS CAPT. DOLLAR

SAN FRANCISCO, June 24.—(C-V Service, Inc.)—"The best business men in the world are in China," Capt. Robert Dollar, veteran steamship man, told members of the National Progress club at a luncheon at the Palace hotel today, "and my advice to those who would secure trade there is to send their best men to combat them."

Capt. Dollar explained how the center of the world's commerce is slowly but surely moving to the Pacific.

Trade with Japan has increased 465 per cent in ten years, he said, and with Australia and New Zealand, over 300 per cent.

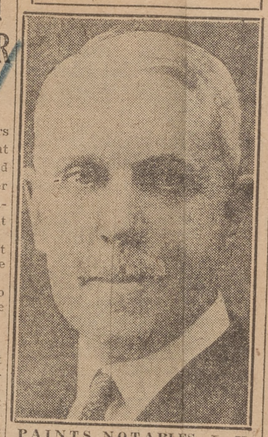
Rum Runners Go at Auction

WATER TAXI 666 and the schooner, Erni, rum runners, will be auctioned at Catalina Terminal, in Wilmington, this morning by Al C. Sitton, United States marshal. The vessels were confiscated when their owners were arrested on charges of violating prohibition laws.

The Erni, formerly owned by W. S. D. Smith, was seized when Smith and F. C. Neal, former prohibition agent, and a crew of seven others were arrested last February. The accused men were all convicted and sentenced to prison terms.

Water Taxi 666 was confiscated by San Pedro police when its crew was arrested while attempting to land a cargo of contraband liquor.

ARTIST ARRIVES TO WORK IN THIS CITY



PAINTS NOTABLES—J. H. Gardner, portrait painter, has arrived here from Honolulu. He was made an officer of the legion of honor for a portrait of Jan Kubelik. Persons whose portraits he has painted include Mrs. George Vanderbilt, Mrs. William Flint and Mrs. Henry Clay Taft.

DROUTH THREATENS ALL TROUT STREAMS

Trout fishing in Southern California is threatened with extinction under present drouth conditions, according to experts familiar with the situation. It is freely predicted that every river south of the Sacramento will be dry before the summer is ended. Already the trout are dying by the thousands as they make their last stands in stagnant pools rapidly being reduced by the sun's heat.

Other thousands are being fished from their diminishing prisons by marauding racoons. Restocking of the streams another year when rains are more plentiful will depend on the reserve of the Klamath river trout hatcheries, members of the fish commission say.

GARDENA HIGH SCHOOL ALUMNI TO GATHER

Alumni of Gardena High school will meet tomorrow on the school grounds for a day of reunion and entertainment. The graduating class of this year will be guests of the alumni. Sports during the day and a dance in the evening are among the features. Included among the assembled alumni will be those who attended the school when it was operated as an agricultural college.

TWO SAFES ROBBED; $360 TAKEN FROM ONE

Two safe robberies were reported to the police yesterday. Approximately $360 was taken from a small safe in a branch office of the Los Angeles Gas and Electric corporation, 1049 East Forty-third street, which was opened by dynamite. Another safe, owned by an ice cream company at 614 East Fourth street, was pried open and a large sum of money taken.

Finest Quality Low Prices
Busy Bee Candy
108 W. SEVENTH
112 W. SIXTH
713 S. BROADWAY
315 W. FOURTH

WATCHES REPAIRED
We will repair any American watch for $1.50 and charge wholesale for material used and guarantee its time-keeping for two years.
$1
REINGOLD'S, 521 South Spring St.

For MOVING SHIPPING PACKING STORING household goods
Phone AT-lantic 8282
Depositories at SAN FRANCISCO OAKLAND FRESNO LOS ANGELES
BEKINS VAN & STORAGE CO.
Los Angeles
1335 So. Figueroa St.

OOM-PAH! OOM-PAH! UNIVERSAL HAS ONE!

One by one Universal City is acquiring all the attributes of a self-contained, non-reversible town.

The city now has a band. The band will give weekly noonday concerts.

Not a single wearer of grease paint is a member. The band was recruited from musicians in the ranks of the carpenters, electricians, technical men and cutters at the studio.

The band was organized—quietly—some weeks ago and practiced with as little noise as possible.

Julius Bernheim, Universal's general manager, is responsible for the organization and was its sponsor at the premiere concert given a few days ago.

(Picture on Pages 16-17)

EXPOSITION OF SMALL HOMES OPENS TODAY

An educational program devoted to small home planning will be presented at the California complete small homes exposition in City Terrace this afternoon at 3 o'clock. Miss Manila Seaver will explain types of plans for small homes and methods of insuring proper planning of dwelling without great expenditure. This week will be featured as educational week at the exposition and many domestic science classes of the high schools will visit the 11 model homes.

Fort Scott, Kansas, Picnic

The Fort Scott (Kan.) society will hold its annual picnic July 4 at Hollenbeck Park. Basket lunch, games, music and speaking will be features.

U. S. TO HAVE OBSERVER AT PREMIERS' SESSION

WASHINGTON, June 24.—The United States very probably will be represented at the proposed interallied conference of premiers at London on July 16 by the customary unofficial observer, but will not be officially represented, a spokesman for President Coolidge said at the White House today.

BERLIN, June 24.—The German government today notified the entente powers of its willingness to accept military control as outlined by the Dawes report. Germany urges, however, that it be so accomplished that all clashes be avoided.

individuality

COMMUNITY OWNERSHIP
Your Homesite Includes:

450 acres of parks — planted to trees, shrubs and flowers.

Pleasure gardens, bridle paths, decorative squares, parkings, etc.

157 acres of school sites, donated to proper authorities when they build.

An 18-hole, championship length grass Golf Course, with a Club House, costing in all $500,000.00.

Three Business Plazas—the nucleus of the shopping centres.

A community club house.

Basic improvements — gas, water, electricity, streets, storm drains, etc., amounting last year to over a Million Dollars and a Further Million and a Quarter this year.

A natural water system, now under development, and yeilding over 3,500,000 gallons daily.

Services of an independent Art Jury.

Assistance in financing and building.

Assurance and an absolute guarantee of future surroundings.

—all these are included in your purchase price.

Mail this coupon today.

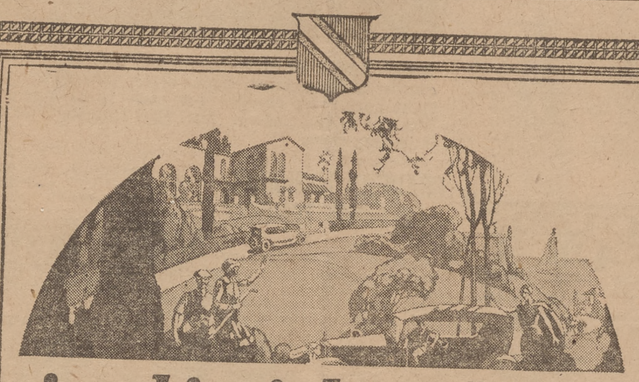
Private automobiles leave Lane Mortgage Building daily at 9:30 a.m. Phone for reservation and come see for yourself.

PALOS VERDES ESTATES
552 Lane Mortgage Bldg., Los Angeles

SEND me booklet and full information regarding Palos Verdes—the New City

Name _____

Address _____



individuality
—that vital "difference"

AN individualist usually knows what he wants—you are probably an individualist in the matter of your future home. You have fixed ideas on 'location' and 'view' and the kind of house you want. Maybe price has been the only obstacle. In Palos Verdes you can express your individuality—to its fullest extent—because the greatest feature of the New City is its distinctiveness—its vital 'difference.' Palos Verdes was visualized, planned and laid out as a complete city long before it was offered for sale.

Again, individualized property never deteriorates because it is always in its own class. It will attract individualists as residents—people who will want to remain there indefinitely. Palos Verdes is a good investment from every angle.

Palos Verdes has everything to make it desirable to you—location, elevation, view, environment and protective restrictions. It has more, a guaranteed future.

Homeseekers will find a greater variety of interests in Palos Verdes than has hitherto been possible in any residential community so near a great metropolis. Sites for sale! Prices range from $2000 to $6000 and up.

Drive out today to the New City. See what it has for you. The best lot is the one that suits you best—it may be one of the least expensive.

Mail the coupon TODAY—read the complete story of the New City. See what you get for what you pay.

PALOS VERDES
The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th & Spring Sts.

HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee

REDONDO — Howard H. Towle, Lobby Redondo Hotel, Phone 5005
TORRANCE — Gilbert, Hansen & Page, Phone 166
SAN PEDRO — A. M. Ferguson, Sederlund Bldg., 405 7th St., Phone 1012-W
PALOS VERDES — Office near entrance Malaga Cove District
POMONA — Tolton Company, 285 N. Garey St.

Palos Verdes Estates,
553 Lane Mortgage Bldg.,
Los Angeles. VAndike 2481.
Send me free booklets about Palos Verdes.

Name _____

Address _____

PALOS VERDES
The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.,
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HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*
Telephone VAndike 2481

REDONDO — Howard H. Towle, Lobby Redondo Hotel, *Phone 5005*
LONG BEACH — Howard H. Towle, 22 American Ave., *Phone 611249*
PALOVELDES — Office entrance Malagre Estrict
TORRANCE — Gilbertsen & Page, 166
POMONA — Tolton Company, 285 N. Garey St.
SAN PEDRO — Howard H. Towle, Sederlund Bldg., 405 7th St., *Phone 1012W*

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Pewee eggs	.22
Cheese	.21

Chicago & E I	27½	29
do pfd	43	45
Chicago G W	6¾	7
do pfd	14½	15
C M & S P	12¼	12⅝
do pfd	23⅞	24⅛
C & N W	55¾	56
do pfd	105¼	106
Chi Pneu Tool	83	84
C R I & P	30⅞	31
do 7% pfd	84½	85
do pfd	53¾	54
Kayser Co	22¾	23
Kelly-Springfld	14⅝	14¾
Kelsey Wheel	7⅝	7⅞
Kennecott Cop	37¾	37⅞
Keystone Tire	1⅝	1¾
Kinney Co	54	55
Kresge	350	
Laclede Gas	92	
Lee Rubber	9	9½
Lehigh Valley	44¾	

Some Folks Say It Can't Be Done

WE'VE DONE IT

If you think that 45% per year is an impossibility, let us show you. We have averaged that on our Common stock for 27 years and expect to do it for years to come. Our Preferred pays 8% annually in four quarterly installments. If you know of another stock with this record that you can buy AT PAR, buy it. This is going fast. Inquire today. Mail this ad with your name or phone VAndike 4973.

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McDONNELL & Co.

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Bonds

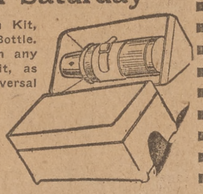
Sales		Closing Bid	Ask
	Amal Sugar 7s '37	102½	
	Amer Factors 7s '36	103	
	Associated Oil 6s '35	99¾	
	Cal-Haw N S R 7s '37	105¼	
	Cal-Ore Power 7½s '41	106½	
	Cal Petroleum 6½s '23	97	
6000	General Petroleum 6s '28	97½	97¾
	do 7s '31	105	
	Great West Power 5s '46	93½	
	do 6s '49	98¾	
	do 7s '50	104	
14500	do 8s '36	108¾	
1000	Holly Sugar 7s '37	97	97½
	L A Gas & Elec 5s '34	98	
	do 5s '39	97	
	do 5½s '43	93¼	
5000	do 6s '42	99½	99¾
	do 7s '28	101¾	
	do 7s '31	103¾	
	L A Pacific Gtd 4s '50	76¼	76½
	do 1st 5s '31	91½	92
	do 1st Rfd 5s '45	80½	
	L A Ry 1st Mtg 5s '38	92	93
	do 1st Rfd 5s '40	79	80
	Mt Whitney 6s '39	105	
3000	Miller-Lux 1st M 7s '20	101¾	
	Nev-Cal Elec 6s '46	93½	
	Orpheum Circ 7½s '26	100½	
	Pacific Elec Ry 5s '42	86½	86¾
	Pacific G & E 5s '42	93½	94
	do "B" 6s '41	102¼	
2000	do "A" 7s '40	107	
	do 5½s '52	97½	
	Pacific L & P 5s '42	97	
	do 5s '51	97½	
	Pacific T & T 5s '37	98	
	do 5s '52	93¼	
	S Diego C G & E 5s '30	95½	
	S Diego G & E 5s '47	86½	
	do 6s '47	98¾	
	S Joaquin L & P 5s '45	97½	98½
	do "A" 6s '50	101½	
	do "B" 6s '50	99¼	
1500	do "B" 6s '52	99¼	100½
	do "C" 6s '50	100	100½
5500	do 7s '51	103¾	104
	S Monica B H Tel 5s '37	85¾	
	Sierra & S F 1st 5s '49	85½	86½
	do 2nd 6s '49	66½	
	S Cal Edison 5s '39	97½	
	do 5s '44	95	
	do 5½s '44	98	98½
20000	do 6s '45	102¾	103
1000	do 6s '43	99¾	99⅞
	S Cal Gas 5½s '53	91½	
	do 6s '50	98¼	
	do 6s '58	97¾	98½
2000	S Cal Telephone 5s '47	95⅝	95½
7000	S Counties Gas 5½s '36	92	
	Sutter Basin 6s '37	60	70
	Union Oil Co 5s '31	98½	
	do 6s '27	101¼	101¼
	do 6s '26	100½	
	do 6s '42	101¾	
	United Oil 7s '29	99	99½
	Western Pacific 4s '30	82	
	do 5s '46	89	90½

rices are wholesale

table or wall use. Height 12¾ inches. Regular price $10.00. Special..... **$8.25**

Special for Saturday

Genuine Universal Lunch Kit, complete with Universal Bottle. Do not confuse this with any cheap imported lunch kit, as this is the genuine Universal American made Kit. Reg. price $2.75. Our special price, Saturday only, $1.65 each.



Genuine Thermos No. 15

Quart Corrugated Bottles, highly nickel-plated. Reg. price $3.50 each. Our special price for Saturday, $2.25 ea.

We carry complete line of Stanley Unbreakable Ferrostat Bottles. It will pay you to get our prices.

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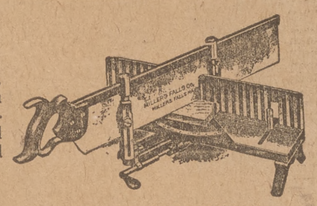

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PK HARDWARE TRADING CO.

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$3.50

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COMMUNITY OWNERSHIP
Your Homesite Includes:

450 acres of parks — planted to trees, shrubs and flowers.

Pleasure gardens, bridle paths, decorative squares, parkings, etc.

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Three Business Plazas—the nucleus of the shopping centres.

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Basic improvements — gas, water, electricity, streets, storm drains, etc., amounting last year to over a Million Dollars and a further Million and a Quarter this year.

A natural water system, now under development, and yeilding over 3,500,000 gallons daily.

Services of an independent Art Jury.

Assistance in financing and building.

Assurance and an absolute guarantee of future surroundings.

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Mail this coupon today.

Private automobiles leave Lane Mortgage Building daily at 9:30 a.m. Phone for reservation and come see for yourself.

PALOS VERDES ESTATES
552 Lane Mortgage Bldg., Los Angeles

SEND me booklet and full information regarding Palos Verdes—the New City

*Name*_____

*Address*_____

AN individualist usually knows exactly what he wants to have and wants to be. You are probably an individualist in the matter of your future home. You have your own ideas of 'location' and 'view', and the kind of house you want. Maybe the price has been your only obstacle.

Do you know that, in Palos Verdes, you can express your individuality to its fullest extent—because the one outstanding feature of the New City, either in part or as a whole, is its distinctiveness. It has that vital 'difference'. Unlike any other residential community, it was visualized, planned and laid out as a complete city before it was ever offered to the public for sale.

Another thing—individualized property is not subject to ordinary fluctuation—it never deteriorates for it is always in its own class. It will attract individualists as residents—people who, having realized their ambitions, will want to remain there indefinitely.

Palos Verdes has everything—location—elevation—view—environment—and protective restrictions in perpetuity. It has more, it has a guaranteed future.

Palos Verdes offers the Homeseeker a greater variety of interests than possible in any other community so near a great metropolitan area. Homesites are available at prices nowhere else possible—value for value. *They range from $2000 to $6000 and up.*

Drive to the New City TODAY. See what it has for YOU. Best lot in Palos Verdes is the one that suits you best—it may be one of the least expensive.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.,
8TH AND SPRING STS.
HENRY CLARKE, *Director of Sales*
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Telephone VAndike 2481

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

LONG BEACH
Howard H. Towle
22 American Ave.
Phone 611249

PALOS VERDES
Office near entrance
Malaga Cove Estates

TORRANCE
Gilbert, Hansen & Gage
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Tolton Company
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BEST ROAD

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

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Individuality - that
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Examiner 6/22
Del Mar 6/25
Page 1974

"come to anchor"—in Palos Verdes

A Homesite Overlooking the Yachtsman's Playground

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The location is ideal—the living conditions are ideal—the improvements rank second to none in America—*Prices are low—lower than you think*—$2000 *to* $6000 *and up.*

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BOY BUILD HOUSE

ilt in the Bandini Syndicate Tract by six vocational stu-
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ing industrial districts. Holabird avenue, one of the main boulevards in the district, is fast nearing completion."

Little Helps for Home Builders

ORNAMENTING THE GARDEN

BY SOUTHERN CALIFORNIA CHAPTER
Associated General Contractors of America

THERE are other things besides plants which add much to the charm of a garden.

The garden pool, the wall fountain, the bird bath, the sun dial and the garden gazing globe are ornamental features which one may choose to complete the beauty of any garden.

A tea house, a summer house, a pergola, or plan for an alluring walk or path with steps here and there which will add individuality to the inclosure, may also be included in the plans for the garden.

In creating a spacious garden it is quite likely that several of these features will be adopted, but in the small inclosure care must be exercised that ornamentation does not overshadow the flowers and plants which really comprise the principal part of any garden, whether it be small or large.

A small summer house, such as is seen in an old fashioned garden, may be just the right structure to emphasize the beauty of waving hollyhocks and tumbles of snapdragon and Canterbury bells.

Or, if the garden is a very small one, then the arch or simple trellis may be wisely selected to give the same effect without using too much space.

The use of a trellis, pergola or archway connecting the house and grounds makes the garden seem more attractively near and usually brings the house into more pleasing relation as a part of the general landscape effect.

A wall fountain may add interest to a garden nook when placed along a garden wall or against the house that faces on the garden.

A fountain that splashes and drips gives pleasure to the ear as well as to the eye and gay tiles are effective in adding interest to an otherwise uninteresting wall.

Contractor's Portable Saw

Save Carpenters' Time—Use the Contractor's Portable Saw
CONSTRUCTION MACHINERY CO.
of Calif.
Woodworking Machinery, Contractors' Equipment
455 E. Third St., Los Angeles. Phone 822137.

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415 East 9th Street—Ninth at Maple
General Offices: Phone Vandike 1101

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WHITING-ME

sash and doors, this department regularly carries a line of built-in features, which includes—

Buffets, $45

A 5-ft. wide and 4-ft. 6-in. high buffet, with French plate mirror, 24x18; 4 drawers in center and 3 shelves on each side with glass doors.

Kitchen Cupboards, $30

A kitchen cupboard that is 3 feet wide and 8 feet high; has 2 deep drawers below and a wide shelf, and then 3 shelves above.

Kitchen Coolers, $12

A cooler 3 feet high and measuring 17"x 17".

Medicine Cabinets, $5.00

These measure 16"x24". They have French plate mirrors.

Ironing Boards, $5.00

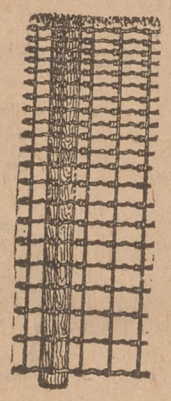
Breakfast Nooks, $8.00

A 5-piece breakfast nook, which includes one table top, 2 table legs and 2 seat ends.

Doors, $2.50 and $3.25

The 5 cross panel doors at $2.25 and the one panel at $3.25 each.

Graduated Mesh Poultry Fencing, $4.50 Roll



Wyandotte graduated wire fencing fully two gauge heavier than usual. The mesh graduates from one inch at bottom to four inches at top.

The 3 ft. high is $4.50 per roll of 165 lineal feet; the 4 ft., $5.25; 5 ft., $5.75; and the 6 ft., $6.50 per roll

30 Gauge Corrugated Iron, $6.00

Heavily galvanized corrugated iron, 30 gauge, 26 inches wide and in lengths of 6, 7, 8, 9 and 10 feet. Two carloads at a special price of $6.00 per 100 square feet.

Lawn Mowers, $8.00

If you need a new lawn mower this summer now is the time to buy one of these Goldwell mowers at these special prices:

Three-blade, 14-inch mowers, $8.00 each. Four-blade, ball bearing mowers with 12-inch blades, $10. Four 14-inch blade, ball bearing mowers, $12. Five 14-inch blade, ball bearing mowers, $14; and five 16-inch blade, $15.00.

Garden Hose, 9c Ft.

The 4-ply ½-inch hose will be 9c per foot; the ¾-inch 11c ft.; the 5-ply ½-inch will be 11c ft.; the ¾-inch 13c. The molded, corrugated hose, ½-inch, at 11c per foot, and the ¾-inch at 14c.

Specials at Vernon Store For Monday Only

4-light bar fixtures, $3.50 each; 5-light gray and gold fixtures, $6.50 each; 5-light silver candle fixture, $6.50. These are slightly imperfect.

Breakfast sets, $11.95 each; oak chairs with panel seats, $3.45 each; ivory and gray chiffoniers, $17.95; large leather and tapestry cushioned rockers, $8.95; zinc covered kitchen tables, $5.95; unfinished high and low back breakfast chairs, $1.95 ea.; bedroom rockers, $2.95; smoking stands, $3.45; sanitary couches, $7.95; floor lamps, $11.95.

"come to anchor"—in Palos Verdes

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PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BUILDING, *EIGHTH* AND SPRING STREETS
HENRY CLARKE, *Director of Sales* BANK OF AMERICA, *Trustee*

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An all-year-round vacation

—there's alway a cool breeze and *the sun always shins*—in PALOS VERDES

HERE'S A SPECIAL OFFER

FOR SALE: a newly completed five-room Spanish Bungalow, hardwood floors throughout, Tiffany finish, tile bath and shower, tile fireplace, large garage. The lot has a frontage of 76 ft. and commands a wonderful view of mountains, valley and ocean. Shown only by appointment. Phone to VAndyke 2481.

YOU will always ha something to look forward to, every day, in your cool, llside home in Palos Verdes. Imagine the joy of your dai dip in the Ocean before breakfast—yes, and in the mod ght too, for it's seldom 'too cold' here.

Then, there will be Gol every day in the year on the Palos Verdes course—your course nen you live there—and hours in the saddle or in hiking togs, ov the bridle paths and hillside trails. Every kind of outdoor sport provided in the New City.

Life will be happier, healier, because statistics show that seaside residents are less susceptble to sickness—due to the presence, in large quantities, of ozone, ature's best tonic.

Palos Verdes' location is eal and it will have everything necessary for the ideal existence. Golf Course—Club Houses—Business Plazas—extensive Parks andlay Grounds—lots of good Schools—Protective Restrictions—an Jury—a greater variety of interests for the benefit of its commun life than has ever been possible in any residential district so wo erfully located.

More than 3000 people he already selected Palos Verdes as their chosen dwelling place because they discovered it was the place they had dreamed about but ll the n, had never found.

Drive down TODAY—do not delay another minute. See the location and the view it comm nd. Make up your mind to have a Homesite in the New City—yo u will never be able to buy so much for comparatively so little—you will never regret your choice.

Homesites are still at original prices—$2000 to $6000 and up.

BEST ROAD—Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices. Private Automobiles leave the Lane Mortgage Bldg. daily at 9:30 a. m. Phone for a reservation.

FREE BOOKLETS—Mail the coupon TODAY for a complete story of the New City—Palos Verdes.

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REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
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PALOS VERDES ESTATES,
551 Lane Mortgage Bldg.,
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.
Name .....
Address .....

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Date 6/24
Space

OYS TO BUILD HOUSE

to be built in the Bandini Syndicate Tract by six vocational stu- of the Roosevelt High School.

Bandini Syndicate Tract rected a model house by s of the Roosevelt High of whom have been un- aining in the vocational epartment of that school. nsom, managing director of sales of the Ban- cate, explained yesterday house will be modern in pect and promises to be lace of general public in-

ys who will try out in ac- se construction the lessons work at school are Anthony f 211½ North Cummings Otto Anderson of 3310 East street, Clifford Baines of alabar street, Gordon Max- 2634 Guirdo street, Emery ier of 6105 Taylor street, and Valinder of 1109 Orme

first four of these boys men- are each 16 years of age, Gardinier and Valinder are 18 years, respectively.

encourage the boys and per- em to put their vacation sea- good account, teachers in the l bought the lot in the Ban- Syndicate Tract and will pay he work, which will be under direction of Donald L. Robey, uctor in vocational woodwork he Roosevelt High School. He ared the plans for the house.

Ve have been assured that the dini Syndicate Tract won out site for this house after vari- other tracts were investigated he teachers and the boys," ex- ned Mr. Ransom yesterday. "We that this is a direct compli- t to our property.

arious improvements in our t are being rushed to meet the s of home builders there. Water gas pipes and electric lines are g installed and the curbs and walks are half in.

ies of lots in the Bandini Syn- te Tract are continuing active. building of homes there is be- hurried to meet the needs of kmen in the factories that are g established in the surround- ing industrial districts. Holabird avenue, one of the main boulevards in the district, is fast nearing completion."

mplete Houses n 45 Days' Work

hat any dwelling or bungalow rt should be completed and dy for occupancy within forty- days from the date work rts has been proved by the guson Construction Syndicate he building of twelve such struc- es in the last three months. his organization came into ex- nce three months ago and has n working at high speed to catch with its orders. It still has enty-seven orders for buildings be built.

We finished," said Edward Fer- on, head of the syndicate, "a unit court at Twenty-fifth street Hooper avenue in forty work- days. Our average time for mpletion of dwellings is thirty s."

Mr. Ferguson, before coming to Angeles, had extensive engi-

Little Helps for

ORNAMENTIN
BY SOUTHERN CA
Associated General C

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A small summer house, such as is

Contractor's Portable Saw

Save Carp
Contracto
CONSTR
Woodworking
455 E. Third

happy-
They've just bo
their own ho

AND, *before* they cons Examiner Classified they thought there we desirable houses adve *at the price they coul ford to pay!*

The Examiner's system of class "House For Sale" ads accord *sale price* opened their eyes to worth while offerings at the *they could afford to pay.*

NE 29, 1924

rapid gr dential se California hav past four yea that the home methods of that will give planting as q

The result o that large and mens have be and frequentl newly constru new districts.

In many ca such methods wasted for the sitory pleasure mens go in th of planting. too, the result or two or th far less satisfa original plant with small, yo that would themselves in

Old plants over in gallon tacles until t and twisted quarters into balls, are sel

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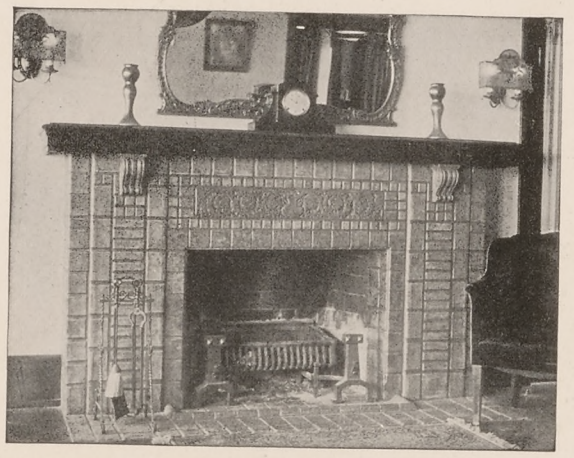
THE BATCHELDER TILES



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Telephone Fair Oaks 218

200 E. Colorado Street

Pasadena : California

Ad.No.

Title

Appeared in Date

Enclosure

Space

On Victorious Firemen

CLUB STANDINGS

COAST LEAGUE

	W.	L.	Pct
San Francisco	46	31	.597
Seattle	42	34	.553
Vernon	40	38	.513
Sacramento	38	38	.500
Salt Lake	38	38	.500
Los Angeles	35	43	.449
Oakland	35	43	.449
Portland	34	43	.442

Yesterday's Results.

No games scheduled.

Games Today.

Vernon and Portland at Washington Park.
Los Angeles at Salt Lake.
Seattle at San Francisco.
Oakland at Sacramento.

NATIONAL LEAGUE

	W.	L.	Pct
New York	39	20	.661
Chicago	36	21	.632
Brooklyn	31	26	.544
Pittsburg	27	29	.482
Cincinnati	28	31	.475
Boston	23	32	.418
Philadelphia	22	32	.407
St. Louis	21	36	.368

Yesterday's Results.

New York, 12; Brooklyn, 5.
Philadelphia, 7-11; Boston, 3-7.
Pittsburg, 4; Cincinnati, 2.
Only games scheduled.

Games Today.

Boston at Philadelphia.
New York at Brooklyn.
Pittsburg at Cincinnati.
Only games scheduled.

AMERICAN LEAGUE

	W.	L.	Pct
Detroit	34	28	.548
New York	30	25	.545
Washington	31	26	.544
Boston	28	27	.509

CLARK K. COOKIES GET FIRST CRACK AT LEADERS TONIGHT; ATHENIANS PLAY ELECTRICS

The league leading Firemen will risk their position at the top of the per centage column in the Twilight League when they hook up with the Clark K. Cook team tonight on the high school grounds. Advance dope on the game would seem to favor the fire fighters with their five straight victories to date. The Ford sellers are out for revenge however for the recent defeats that they have suffered.

Batteries for the gabe have been announced as Braker and Mole for the Firemen and Smolar and Gamble for the Cook team.

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The batteries for game will be Allesso and V. Hickman for the Athenian A. C. and Rees and Gillespie for the S. P. Electric Co.

Umpires for the two games tonight will be Messrs. Ramos and Boston.

Standings.

	G.	W.	L.	Pct
Firemen	5	5	0	1.000
Ft. McArthur	4	3	1	.750
Pythians	5	3	2	.600
Realty Board	5	3	2	.600
Athenian A. C.	5	3	2	.600
P. T. & T. Co.	4	2	2	.500
Americant Legion	5	2	3	.400
S. P. Electric Co.	5	1	4	.200
Clark K. Cook Co.	5	1	4	.200
Bankers	5	1	4	.200

Williams Beats Irish Olympic Star at Net

By HENRY L. FARRELL

WIMBLEDON, June 24.—Chalk up another victory for the United States in the world's championship matches. R. Norris Williams, captain of the American Olympic team and one of the favorites in the Wimbledon tournament, beat the Irish champion, E. A. McGuire, today, on the historic center court before a crowd of 8000.

Williams won easily in straight sets 6-1, 6-4, 6-2. The weather was ideal for tennis.

Big Show and Dance, Tues., June 24th, Liberty Auditorium. 4t

Try The Daily Pilot Classified Columns for Results.

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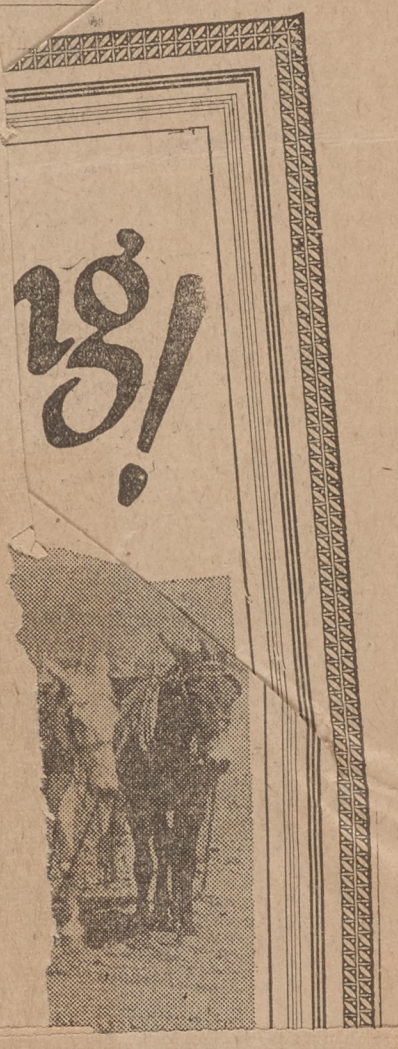

COLLECTION policies have much to do with the good will held by a business house. This bank effects collections for its patrons, promptly and efficiently, through correspondents in all parts of the United States and throughout the world.

PACIFIC-SOUTHWEST TRUST & SAVINGS BANK

Sixth and Beacon; Sixth and Pacific, San Pedro

Dr. George Otis Smith.

Thirty countries will partici... in a conference in London in ... means of best utilizing wat... resources will be discus... George Otis Smith, dir... U. S. geological surv... sent this country.

One of the ... taking ... expert dock business ... port is ... high in ... Harbor satisfactory ... Jack ... and loading ... tem ... son for Brady's ... was handball ... of Brooklyn, N. Y., ... fore coming west.

... of San Pedro will ... mer 5th and Beacon ... June 26 at 7:30 p. m. ... Foreleners and Ameri... 28-1

... The Daily Pilot Classified ... ns for Results.

Ad. No.

Title

Appeared in Date

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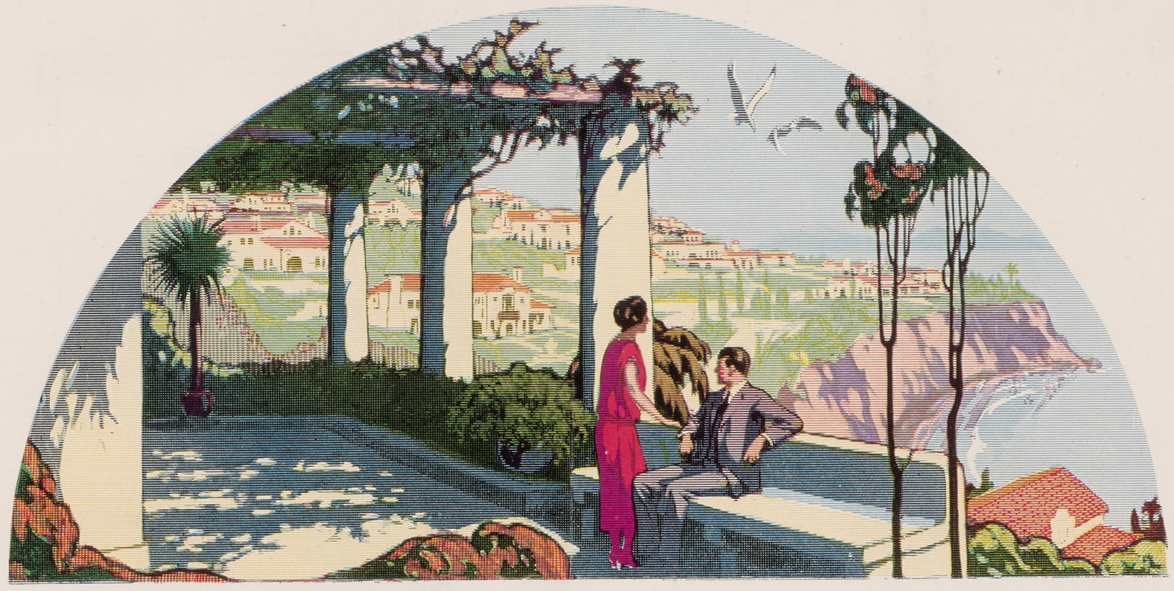

THE RIVIERA OF AMERICA

Where Beauty Wins over Commercialism

SUPPOSING a Fairy Godmother suddenly appeared on your doorstep and offered to take you to the Riviera—in the south of France—for the day. Would you go? Of course you would. The Riviera has always stood in your mind as the very finest residential district in the world.

You would immediately accept the fairy invitation. But—instead of your having to go all the way to Europe you are told that the Riviera has been brought to California—just a few miles from your home. Wonderful!

And so it is. In location, in coast line, in climate, and in its exact position on the Pacific, Palos Verdes is a physical duplicate of the French Riviera overlooking the city of Nice.

Why is it that the world's finest residential communities—such places as the Riviera—Riverside Drive, New York—St Francis Wood, San Francisco—Montecito, Santa Barbara, have been able to retain their natural beauty in spite of growth and expansion?

It is because they have done what Palos Verdes is doing. They have made artistic development a thing of greater importance than mere commercial growth.

Scenery, location, a beautiful coast line, are Nature's own gifts. It is left to those who plan and build and live in such places to retain beauty or to destroy it. To make it the place of artistic homes, gardens, parks or give it over to unsightly shacks, beach buildings and so called amusement grounds—common to many of our beach cities. Palos Verdes will always retain its naturally attractive features. Its Protective Restrictions will insure a beautiful city—the logical centre of culture and refinement.

Already over 3000 men and women have purchased homesites on its terraced slopes, and will there enjoy life on a higher plane, in better health and greater happiness. Why do you delay your selection? Why not drive down today and get the true spirit of Palos Verdes. See what is being done. Compare the prices. See what you get for what you pay.

Palos Verdes prices are low—from $2000 to $6000 and up.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5TH FLOOR LANE MORTGAGE BUILDING, *EIGHTH* AND SPRING STREETS
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*

Ad. No.

Title

Appeared in Date

Space

CIRCLE HIGHWAY IMPROVEMENT PLAN

(Continued from page 12.)

support in the culmination and success of your plans."

From Hollywood Hills Association, Will E. Chapin, Manager:

"Permit me to offer you the hearty co-operation of this association. We are thoroughly in sympathy with every movement for the opening of additional streets and boulevards. The project you represent is in line with that for which this organization was formed, the making possible to the people, avenues of recreation and access to those scenic points along the hills to the sea, which are noted for their beauty.

"We wish to most forcefully impress upon the mind of the people in the communities surrounding Los Angeles, that they are component parts of what will ultimately be the largest city in the world.

"Working together, we can put over anything which we attempt in unison, and we hope that San Pedro will catch the inspiration of this idea, and move forward to greater achievement in the line of civic progress and artistic development."

Torrance Chamber of Commerce, Harry F. Gadeky, secretary:

"The people of Torrance, are, of course, intensely interested in the completion of all the roads and boulevards to the harbor, united action towards speeding with their connections.

"Western Avenue, running as it does the entire length of the boulevard system of Los Angeles, from the mountains to the sea, with its connections from Santa Monica, Redondo and other points through to Anaheim and San Bernardino, many of these roads passing through the City of Torrance, will make Torrance a central point for traffic in all directions from every part of Los Angeles County.

"I can assure you that Torrance will heartily co-operate with an efficient body that will concentrate upon definite work for the achievement of these objects."

Lomita Chamber of Commerce: John W. Welte, Secretary:

"Owing to the fact that Western Avenue runs through the entire township of Lomita, we feel that through your association much good can be accomplished for Lomita and we wish to extend our hearty co-operation towards the support of your association.

"On July 10, 1924, the Harbor District Chamber of Commerce will hold a banquet at Myer's Garage on Narbonne Avenue in Lomita and we extend an invitation to your association to be present at this affair."

Central Labor Council: A. L. Melvill, secretary:

"At our last regular meeting I was instructed to inform you that the Council unanimously indorsed the proposition submitted by you regarding the Western Ave. Scenic Drive Association. In the Council's opinion, it is one of the most worthy improvements that has been started for San Pedro, and we have recorded ourselves that we will do everything in our power to further this cause."

Jay Lawyer, Manager Palos Verdes Syndicate:

"We are deeply interested in the plans of your association and wish to assure you of our earnest co-operation. I believe in carrying this project forward you are doing a vitally important thing for the city of San Pedro."

George P. Dobson, Pt. Firmin Palisades, Wilmington:

"You can count on our co-operation—put me on the committee—I will be glad to serve and do all I can to make the Association a success."

H. O. Averill (of Vista del Oro):

"I am thoroughly in accord with the plans of the Western Avenue Scenic Drive Association —call on me whenever you are ready."

Albert G. Sepulveda:

"We will help, of course—we want to see Western Avenue through to White Point."

ENVOY OF BRITAIN FIGHTS EXPULSION ORDER OF MEXICO

H. A. Cunard Cummins.

H. A. Cunard Cummins, charge d' affaires of Great Britain in Mexico City, is assured the support of his government in his fight against being expelled on charges of disrespectfulness brought by the Mexican government. Premier MacDonald issued a statement declaring that Britain regarded the action against Cummins as a grave breach of international courtesy. The present Mexican government has not been recognized by Great Britain.

BOARDING LAUNCH BACK

The S. D. Brooks, boarding launch of the United States Public Health Service at the port, returned to duty this morning after three weeks' overhaul in a local [illegible]yard, occasioned when she struck a submerged log in the outer harbor and broke her propeller and tail shaft. Further steps should be taken immediately to remove driftwood and rubbish from the harbor, according to Maj. Robert H. Heterick, surgeon in charge of the quarantine section of the Public Health Service at the harbor. There is a new skipper at the wheel of the S. D. Brooks. He is Capt. Adolph Zetelberger, relieving Capt. William J. Emery, who sailed for Tokuyama yesterday as third officer of the General Petroleum tanker [illegible]

Local Yachts Plan 3-Day Regatta Over the Fourth at Santa Barbara Club

Star class boats from all parts of Southern California will compete in a three day regetta over the Fourth of July for the Sir Thomas Lipton trophy. The star-boat events will be among the features of the big yachting carnival that is being staged by the Santa Barbara Yacht Club.

William Wickersham, San Pedro's widely known custom broker, claims a day's record for handling boats. He handled ten yesterd[illegible] The ships were: Tankers E[illegible] ton Roads, Liebra, Agwi[illegible]ge J. W. Van Dyke; Brit[illegible] Guer- La Crescenta an[illegible] freighters West[illegible] Washington, H[illegible] rero.

Western Avenue's Coming!

Big Construction Gang NOW Working—Teams are Grading Highway through to San Pedro

IN a very few weeks the Harbor District will boast the possession of the finest scenic drive in the Southland —Western Avenue—coming in full view of the ocean at MIRALESTE, on the Palos Verdes hillsides.

The outlook from this 700 foot high plateau has never before been possible, exept on foot from San Pedro. Now with the completion of Western Avenue within measurable distance, a surpassingly beautiful outlook is obtained from

MIRALESTE

A NEW PALOS VERDES DEVELOPMENT

"overlooking the Harbor"

THERE will be a "natural observation point" looking out over 25 miles of seashore — within easy reach by good roads from the centers of shipping and industrial districts.

MIRALESTE is a highly restricted and very desirable residential property, most of which was sold two years ago, before Western Avenue came through, to San Pedro people who saw its possibilities. These possibilities today are actualities. Western Avenue will bring Millions of Dollars to the Harbor District, and it goes right through MIRALESTE, the cream of the Residential section.

Get your Homesite today — soon it will be too late. There are roughly only 125 of these gem lots left. Prices are still at lowest — $2000 to $6000 and up. Phone the office for an appointment.

Call SAN PEDRO 1012 W for a private automobile to take you to *Miraleste*

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5th Floor Lane Mortgage Building
Eighth and Spring Streets
HENRY CLARKE, Director of Sales
BANK OF AMERICA, TRUSTEE
Telephone VAndike 2481

Sederlund Building, 495 7th St.
Phone 1012 W SAN PEDRO
A. M. FERGUSON

PALOS VERDES ESTATES
550 Lane Mortgage Bldg., Los Angeles
SEND me booklet and full information regarding Palos Verdes — the New City.
*Name*_____
*Address*_____

See

something new this summer

Santa Fe

Excursions

— very low round-trip fares to

Grand Canyon National Park to Colorado Rockies
Great Lakes and Atlantic Seaboard Resorts
Principal cities in United States and Canada
STOPOVER ENROUTE
Petrified Forest National Mounment
Mesa Verde National Park

SANTA FE Superior Service *and* Scenery *plus*
FRED HARVEY meals—your assurance of a delightful trip

B. J. LAWRENCE
Pass. Agt. A. T. & S. F. Ry Co.
121 7th St., San Pedro, Cal.
Phone 370

The shoe you *doubly* enjoy

YOU enjoy the solid comfort of this shoe. You quickly find that you don't want to wear any other kind of shoe.

THE ARCH PRESERVER SHOE

You enjoy the "feel" of it. But you also enjoy the good appearance and the knowledge that your feet are well groomed for all occasions.

ARCH PRESERVER SHOE
TRADE MARK REG. U.S. PAT. OFFICE
KEEPS THE FOOT WELL

Anderson-Garber
DISTINCTIVE FOOTWEAR
321 W. 6th St. Phone 1811-J

Ad.No.

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Appeared in Date
Euclidean

Space

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Title

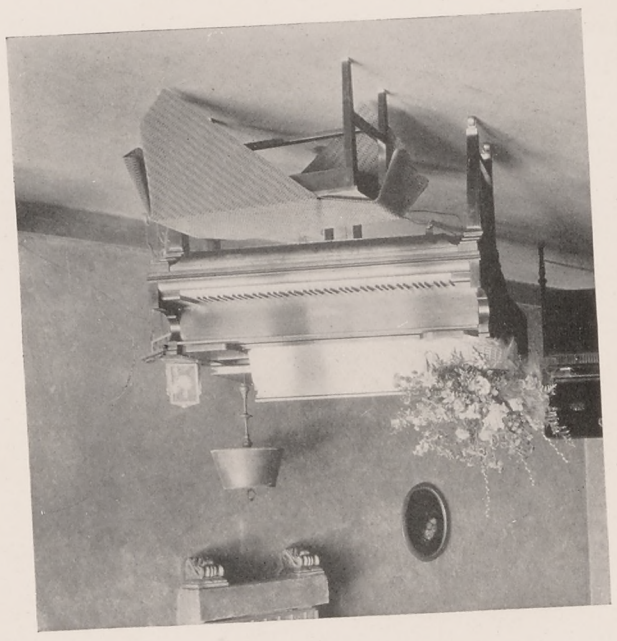
Appeared in Date
Euclidean

Space

Reed Music Co.
424 EAST COLORADO ST.
PASADENA
Victrolas and Pianos
Fair Oaks 660

"Open 'till Nine"

KENNEDY RADIO



BLUE DIAMOND COMPANY
SERVICE

One of the largest Producers, Manufacturers and Distributors of Basic Building Materials in America.

16TH & ALAMEDA STS. LOS ANGELES, CAL.
PHONE 299-011

SERVICE IN BUILDING MATERIALS.

HOME OF MR. AND MRS. A. E. CAMERON—PALOS VERDES

The home of Mr. and Mrs. A. E. Cameron, now building, and of Spanish architecture, is located on Malaga Terrace, Palos Verdes, at an elevation of 600 feet—overlooking ocean and beach cities. Designed by Kirtland Cutter, Architect, Long Beach.

PALOS VERDES
The New City
General Sales Office, Lane Mortgage Building
Henry Clarke, Director of Sales
Bank of America, *Trustee*

On Victorious Firemen

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T REPORT

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Boston	28	27	.509
St. Louis	28	28	.500
Cleveland	29	29	.500
Chicago	27	30	.474
Philadelphia	21	35	.375

Yesterday's Results.

Washington, 5-4; New York, 3-2.
Cleveland, 4-4; Chicago, 3-1.
Philadelphia, 2-6; Boston, 0-3.
Only games scheduled.

Games Today.

Detroit at St. Louis.
Cleveland at Chicago.
Washington at New York.
Philadelphia at Boston.

around the infield with a bullet-like speed and accuracy, with no indication that his wing is weakening.

And his fielding is everything the Pirates' scouts said it was. He roams afar to right or left and scoops in line drives and hard ground hit balls in beautiful shape. Figures show that in one game todate he has accepted 14 chances without much trouble —the only man to turn that trick todate this season.

Wright's showing at short has proved a blessing in disguise for McKehnnie. It enabled him to solve his infield problem by sending the veteran Rabbit Maranville to second from short. And at the keystone sack Maranville has taken on a new lease on life.

He's playing a brilliant game. He has taught Wright many of the fine points of big league short?Stopping and has been a steadying influence generally to the youngster.

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Victoria
2 TO 11 P.M.
Last TIMES—TODAY
JACQUELINE LOGAN and ROD LARO[illegible]
—in—
"The Code of the [illegible]
A Sizzling Action Romance of [illegible]
TOMORROW AND THU[illegible]
ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
JOSEPH HENABERY PRODUCTION
A Paramount Pict[illegible]
WITH
Agnes Ay[illegible]
"THE GUILTY ONE"
A myst[illegible]
Afternoons [illegible]

CABRILLO THEATRE
PALOS VE[illegible]
Gosh, I thought I'd die laug[illegible]
Harold Lloyd in "Girl Shy."

Ad. No.
Title
Appeared in Date
San Pedro Daily Pilot 6/24/24

BROKERAGE FIRM LOSES LICENSE AS CHIEF DISAPPEARS

The brokerage license of the firm of Regan, Rice and Lowry yesterday was ordered suspended by the state corporation commissioner at the close of several days' hearings on alleged "bucket-shop" activities.

Business of the establishment was largely transacted over the telephone, testimony showed. Liveried messenger followed up the telephone orders to collect deposits. Several well known Los Angeles business men were on the books of the firm when the accounts were seized by the corporation commissioner early in June because of a defieciency of over $9000.

The suspension of the firm's license also affects the San Francisco office.

Jack Regan, said to be head of the firm, was reported by Warner I. Praul, deputy commissioner prosecuting the case, as missing since early last week when he was released from a Pasadena hospital. Rice and Lowry declared they had withdrawn from the firm before the alleged irregularities entered into the firm's transactions.

DAWSON, LAW GRADUATE WEDS MISS PARKER

The wedding of Leroy Dawson and Miss Virginia Marvin Parker took place yesterday at the home of the bride's mother, 1850 South St. Andrews place. Superior Judge Ira F. Thompson married the couple. They will spend their honeymoon touring European battlefields. Dawson was severely wounded in the world war.

Dawson recently graduated from the University of Southern California law school and passed the bar examinations. He and his bride will attend the sessions of the American Bar association in London.

SURFACING CONTRACT ON JUSTICE HALL LET

Contracts totaling $1,185,430 were awarded by the board of supervisors yesterday for surfacing the new Hall of Justice building now under construction. Only four bids were submitted; two for granite work and two for terra cotta.

The Raymond Granite company was given the contract for granite work for $1,029,680 and the Tropico Potteries company will supply the terra cotta for $155,750.

The completed building will cost about $4,000,000.

ARCHITECT MAKING PLANS FOR SCHOOLS

Architects yesterday were preparing plans for sixteen new public school buildings and additions to forty-seven others following an authorization given at the last meeting of the board of education. Cost of the structures will approximate $7,200,000, it was said.

LOCAL GIRL WINS THEATRICAL WORK

—Witzel Photo.

TO DANCE IN EAST—This young woman is Miss Claire Coutant, pupil of Theodore Kosloff. She soon will journey eastward to accept theater engagements, according to current local reports.

LINCOLN PARK TO HOLD ATHLETIC MEET ON FOURTH

The Fourth of July celebration in Lincoln park will begin Friday morning at 10 o'clock. This observance promises to be among the best celebrations of the day. The Lincoln Heights Commercial and Industrial association, sponsoring this year's celebration, expects a large crowd.

As a means of stimulating interest of children, as well as adults, and to bring them to the park early in the day, numerous prizes of a substantial nature are offered in an athletic carnival of seventeen events. The merchants and business houses by donating the prizes [illegible]

Two band concerts will be given—one from 2 to 2:30 p. m. and another from 8 to 9 p. m. This will come from Roberts' Golden State band, formerly the Hollywood American Legion band.

Following the first band concert, speeches and patriotic addresses will be given, the speakers being introduced by City Attorney Stephens, who has been named chairman. The Rev. F. E. Dell, pastor of the Garvanza Congregational church, will make the welcoming address. Following the band concert from 8 to 9, a special fireworks display will be given.

TRAFFIC BOARD TO HEAR HARVARD MAN

The Los Angeles traffic commission's board of directors will hear Miller McClintock, of the bureau of municipal research, Harvard University, speak on "Traffic Regulations" at a luncheon today at 633 South Flower street.

Third Artillery Reviewed With Ceremony at Fort

Impressive ceremonies marked the formal reorganization yesterday at Fort MacArthur, San Pedro, of the historic Third regiment of United States artillery, dishe[illegible] several years ago [illegible] a rearrangement of army artillery units.

The presentation of regimental colors by Maj. Gen. William A. Cobbe, retired, former commander of the old Third, marked the official entry into the army lists of the new Third regiment of coast artillery.

The reorganization exercises, conducted in the presence of several hundred army officers from the Ninth corps area, and about 2000 civilians, included also addresses by General Cobbe and Maj. George Ruhlin, commandant. A review of the Fort MacArthur troops preceded the addresses.

The new Third regiment includes two batteries, A and B, and a headquarters battery at Fort MacArthur, and one battery each at San Diego and Fort Stevens, Ore. Headquarters are located at Fort MacArthur.

The old Third took part in the war of 1812, Seminole, Mexican, Civil and Spanish-American wars. General Cobbe commanded it in its last battle in the Philippine islands.

(Pictures on Pages 16-17)

Be Happy Use
MORTON'S SALT
When It Rains It Pours

Finest Quality Low Prices
Busy Bee Candy
108 W SEVENTH
112 [illegible]
711 SO BROADWAY
315 W FOURTH

MULLEN & BLUETT
BROADWAY at SIXTH
Hollywood Blvd. at Vine
Will be
CLOSED
all day
FRIDAY
and
SATURDAY
JULY 4th and 5th

"an all-year-round vacation"

Mid the Sunshine and Cool Breezes—at Palos Verdes

THERE is always something to look forward to, every day, in Palos Verdes. You can bathe in the ocean before breakfast or in the moonlight, for it's seldom too cold here.

Golf, too, every day in the year, on the Palos Verdes course—*your course* when you live there—hours in the saddle or in hiking togs over hillside trails—every kind of outdoor sport is provided for you in the New City.

Yours will be a healthy, happy life—statistics show that seaside people are far less susceptible to illness, because of the ozone—Nature's best tonic.

Life in Palos Verdes will be ideal, for it has everything provided for the ideal existence—location—view—a Golf Course, Clubhouses, lots of good schools, extensive Parks and Playgrounds—Protective Restrictions—an Art Jury and a greater variety of interests for its residents than has ever been possible before in any residential district so wonderfully situated.

Why not select **your Homesite here?**—more than 3000 people in all walks of life have discovered that Palos Verdes is the place they have dreamed of. They came, they saw and they bought—and why not you? You will never regret your choice, you will never again be able to buy so much happiness for so little.

Drive down today—even if you have no thought of buying—the view alone is worth the journey.

Homesite are still $2000 to $6000 and up.

A Special Offer

For Sale: New 5-room Spanish Bungalow, hardwood, Tiffany finish, tile bath, shower and fireplace. Large garage. On a 76-ft. lot, uninterrupted view of ocean and mountains. Shown only by appointment.

Phone VAndike 2481

Best Road

Drive to Redondo. Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

Mail the Coupon Today

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th & Spring Sts

HENRY CLARKE, Director of Sales
BANK OF AMERICA Trustee

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012-W

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 E. First St.
Phone 636-476.

POMONA
Tolton Company
285 N. Garey St.

Palos Verdes Estates,
554 Lane Mortgage Bldg.,
Los Angeles. VAndike 2481.
Send me free booklets about Palos Verdes.
Name _____
Address _____

UCCESSFUL BUILDER

South Vermont avenue. This four-flat structure is
s erected.

en to the public, and during her
ps everywhere she was constantly
the lookout for desirable lots.
The second house was better than
e first and not so costly. Mean-
hile the feminine builder's ideas
id grown apace and her ambition
ared to a duplex, which would
ot only provide a home, but an
come to take care of taxes, inter-
st and upkeep.
Although the undertaking was
retentious on her capital, her third
ouse was a duplex of ten rooms
n a lot that cost $2500. Incident-
lly, this was built against the ad-
ice of friends, who warned her she
ad paid too much for the lot, that
uilding prices were high and that
Los Angeles was due for a slump.
The solicitous friends feared that she would be left with a building that could not be sold to advantage and with a large debt on her hands.
Following the duplex came the remodeling of a home for a friend, a two-flat building, a bungalow in the suburbs, another two-flat building, a four-flat building, a $25,000 home for an admiring friend, and another four-flat structure which she is now building.
All this has been done in the six years since the war, and every structure has embraced the newest ideas and every one built with the idea that the builder would live in it permanently.

PROVIDE BUS FOR PATRONS

With a brand new Reo bus added to the equipment for conveying customers between their retail stores at Ninth street and Maple avenue and their manufacturing plants and stores at Vernon, the Whiting-Mead Company has placed this convenient service on a half-hour schedule, instead of the former hourly trips.
Originally intended to aid out of town buyers to take advantage of the special items that are occasionally offered at only one of the stores, this transportation plan has met with such success that it has become a definite part of the company's program.
Plumbing fixture buyers are frequent passengers to the big Whiting-Mead foundries, porcelain enameling plant and vitreous china potteries in Vernon, where they may see the various steps in the manufacture of the fixtures which they sell and install.
But all visitors are not connected with the plumbing trades, for anyone is welcome at these plants and competent guides explain the methods of fabricating the fixtures.
A short distance from the factories, which cover approximately forty acres, is the big Vernon store of this pioneer Los Angeles concern.
Here, as well as in the Ninth and Maple store, one can buy everything necessary for building, from lumber to lighting fixtures and wall paper.
The purchase of the new bus was declared a necessity, due to the impossibility of longer caring for the rapidly growing number of customers with the former equipment.

SHOWS NEED OF BRICK HOUSES

The Common Brick Manufacturers' Association of America reports that fire losses in the United States in 1922 totaled more than $521,000,000, or a loss of a million and a quarter dollars a day.
About 65 per cent of these losses occurred in residences. More than 15,000 people lots their lives by fire, and many more thousands were injured. Of those killed or injured in fires, 83 per cent were women and children, it is said.
The total building operations recorded in the United States in 1922 were a little less than $5,000,000,000, so that in that year 10 per cent of all new building was entirely consumed by fire.
At that rate, every ten years an entire year's construction goes up in smoke, it is explained.
In a statement issued by the association is the following:
"The need for fire-proof construction in cities is being more widely recognized every day. The recent Berkeley disaster brought the lesson more closely home than anythng in late years.
"Fire will continue to destroy property so long as inflammable building materials are used, and until permanent, fire-proof buildings and homes are erected, the toll of human lives and property will be exacted annually in increasing amounts."

HOFFITE
Fire and Water Resisting
Bring in Your Plans and Save Money
MILLER & ALF
1040 South Broadway
Los Angeles TRinity 8531
STUCCO

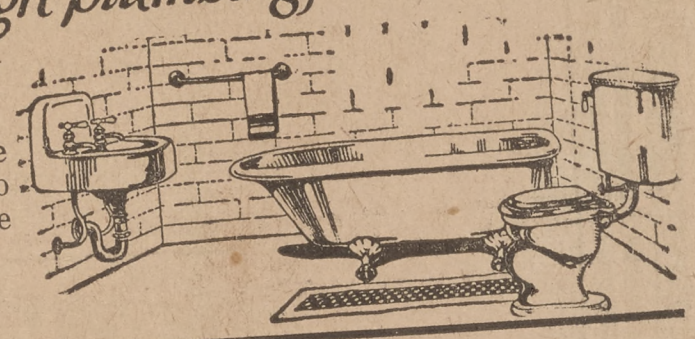
A Complete 3pc Bath Room Set

$62.50

(everything to the rough plumbing)

Our famous three-piece bath room set at this very special price because slightly off grade.

The three fixtures as you see them complete to the rough plumbing—everything included. No extras to buy. Roll Rim Bath Tub (choice of 4½ or 5 ft.), wide apron lavatory, and low vitreous china toilet.

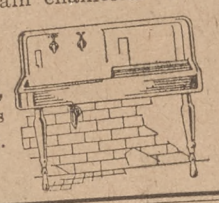


Low Toilets, $20

Complete toilet combinations with Birch Mahogany seats—everything necessary to connect with the rough plumbing, including screws, washers, angle valve, etc. They are slightly off grade.

De Luxe Sinks, $40

The new one-piece sink, drainboard and back, with adjustable legs, all of cast iron porcelain enameled. A beautiful snowy white fixture that adds beauty to any kitchen.



Single drain board, one-side style, as pictured, $40, and we have the double-drain board style at $60. That's saving $10 to $15, because these are slightly imperfect. Prices do not include fittings.

LUMBER

If you contemplate building in the near future bring in your lumber list now. Let our lumber estimators go over it with you. We have splendid stocks on hand and all priced at the most attractive figures.

Having our own mills, yards and dry kilns, we are in a position to give you the best in service and materials at prices that will once again prove to you that it pays to buy your building materials from us.

SCREEN DOORS
A Purchase!
$2.25 and $2.75 Each

Because we know where to buy and when spot cash will talk best, we can offer a big shipment of No. 8 screen doors, like [illegible] these prices. All

PAINT
On Bargain Tables

Readjustment of paint stocks means low prices on many items. On our bargain tables we offer several real buys.

Martin-Senour's 100% Pure Paint and Varnish

100% Pure! That means not only pure paint, but 100% value and satisfaction, and a paint job that is 100% good.
Let us show you why it is really cheaper to use Martin-Senour's Monarch Paint and Martin Varnish Company's Varnishes and Enamels.

Inlaid Linoleum,

going away
BACK EAST
Low Roundtrip Excursion Fares
now in effect
Southern Pacific opens the way to wherever you want to go.
Join the thousands who rely upon Southern Pacific for active interest in their going-away plans.
Return Limit Oct. 31
PRIVATE
SOUTHERN PACIFIC LINES
COL. STORY EXPECTS N. G. C. CAMP RECORD
WITH BOOM

July 16

Ad. No.

Title

Appeared in La School Journal Date July 16

Space Page 7

The Riviera of America

Where Beauty Wins Over Commercialism

If a Fairy Godmother offered you a trip to the French Riviera for the day, would you go? Of course you would. Because you would want to see the very finest residential district in the world.

But today you don't need a Fairy Godmother—the Riviera is here, practically at your doorstep. Palos Verdes!

In location, coast line, climate, and in its identical position on the Pacific, **Palos Verdes duplicates the French Riviera.** From the promontory on Malaga Bay looking out over Redondo, you have the exact view you get from the cape overlooking the City of Nice.

How have these world famed places managed to expand and yet retain their natural beauty? Simply by **making artistic development a thing of more importance than mere commercial growth.** They have done what Palos Verdes is doing. Palos Verdes will always be beautiful—its Protective Restrictions will ensure that.

Palos Verdes will be a center of culture and refinement — **already over 3,000 men and women have bought Homesites there.** They will enjoy better health, have greater happiness, live on a higher plane. So can you, if you act quickly.

Palos Verdes prices are lower than you think—from $2000 to $6000 and up. Drive out today, or, come with us as our guest. Private automobiles leave the Lane Mortgage Building daily at 9:30 a. m. Phone for your reservation.

PALOS VERDES
The New City

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th and Spring Sts.

HENRY CLARKE, Director of Sales BANK OF AMERICA, Trustee

Ad. No.

Title

Appeared in Date

PORT'S $1,000,000 OIL TANK FARM TO OPEN ON MONDAY

Next Monday will mark the initial use of the Pan-American Petroleum company's new $1,000,000 tank farm and docks in the outer harbor, around which interest centered in the oil lease exposures of the last session of congress.

The Union Oil company's tank steamer Utacarbon will load nearly 78,000 barrels of oil at the Pan-American's new docks which have just been completed following the erection of half a dozen big oil tanks, an office building and pumping plant. The oil will be consigned to Balboa.

The Utacarbon is due to arrive tomorrow. She will proceed to the Bethlehem shipyards for minor repairs and is expected to be ready to load by Monday.

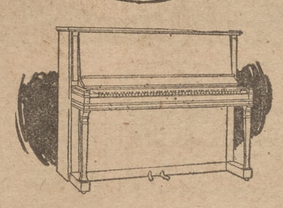
The Pan-American outer harbor lease featured in the proceedings which led to the dismissal of Edgar McKee, former head of the harbor commission. Efforts were made to obtain the annulment of the lease, but it still stands.

You're Invited To Visit Your Paper's Plant

CORNELIUS VANDERBILT, Jr., editor and publisher of the Illustrated Daily News, has issued an invitation to the public and to the subscribers of the Illustrated Daily News to visit the plant any night this week.

Two parties of visitors will be guided through the entire plant each night. The first party will be taken through at 7:30 o'clock and the second at 9 o'clock. The guides will explain the equipment and purposes of the different departments.

The Birkel Company



A Small First Payment and

$2.25

Per Week

brings this Guaranteed Good Piano into your home. It is of well-known standard make, guaranteed both by the maker and the Birkel Company.

Priced at $295

The BIRKEL COMPANY
446 South Broadway
The Steinway House

279

STEINWAY, WEBER & STECK DUO-ART
Reproducing Pianos

"In the glory of the sunset—
In the purple mists of evening"

—Longfellow.

LONGFELLOW must have appreciated Nature, because sunset, mountain and ocean were his intimate friends, among whom he lived and wrote his poems. And you, in this work-a-day world, cannot afford to altogether disregard this "friendship" that Nature offers.

"In the glory of the sunset"—that's Palos Verdes—a poem of the Pacific—but, a poem with a very definite purpose.

Anyone who has ever visited Palos Verdes knows that its location and its ocean view are admittedly superior, but only those who have bought their Homesites there have the true conception of what Palos Verdes really is.

Do you know, for instance, that the New City is actually the greatest residential development of its kind in the whole United States?

Do you know that its huge improvement program is independently financed and does not depend on land sales? The cash for basic improvements was subscribed by the Public, who underwrote the whole project before a single acre was offered for sale.

Palos Verdes, so richly endowed, might have remained a secluded district, possible only to a wealthy few—on the contrary, over 3000 people in all walks of life have already selected their permanent Homesites there.

Do not think Palos Verdes prices are high—they are not—they are considerably lower than most other residential communities having far less to offer.

Drive down **today**—see the mountains, inhale the salt breeze off the ocean, see the Golf Course (nearly finished), notice the tremendous improvement activities—then make your selection at the original prices.

Homesites are still $2000 to $6000 and up.

FOR SALE

6 room Spanish home. Hardwood, Tiffany finish, 2 bathrooms, shower (tiled), Spanish corner fireplace. Large terrace, patio in rear. Concrete garage. Lot 60 by 140 feet. Permanent, unobstructed view. Shown only by appointment. Phone VAndike 2481, or call at the Sales Office at Palos Verdes.

Best Road

Follow Redondo Esplanade to end. Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices.

Mail Coupon Today

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HENRY CLARKE, Director of Sales — BANK OF AMERICA, Trustee

REDONDO — Howard H. Towle, Lobby Redondo Hotel, Phone 5005
TORRANCE — Gilbert, Hansen & Page, Phone 166
SAN PEDRO — A. M. Ferguson, Sederlund Bldg., 495 7th St., Phone 1012-W
PALOS VERDES — Office near entrance Malaga Cove District
LONG BEACH — D. P. Marvin, 242 E. First St., Phone 636-476.
POMONA — Tolton Company, 285 N. Garey St.

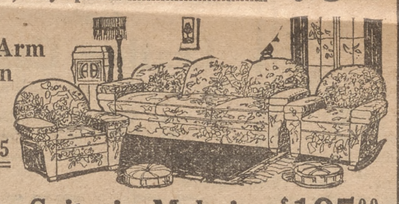
Palos Verdes Estates,
556 Lane Mortgage Bldg.,
Los Angeles. VAndike 2481
Send me free booklets about Palos Verdes.
Name _____
Address _____

Annual Stock Reduction Sale

Sample Suites Sacrificed!

3 Piece Suites Covered in Tapestry or Velour of Guaranteed Construction Loose Spring Cushions; a very comfortable set, very special $79.45

A Pillow Arm Creation



Very Special $174.75

3-Piece Suite in Mohair $195.00

CREDIT TERMS ARRANGED

LINCOLN UPHOLSTERING CO.

Open Evenings — 801-803 W. 16th St. — ATlantic 4346

Jolly Good Times with

MORTON'S SALT

When It Rains It Pours

WATCHES REPAIRED

We will repair any American watch for $1.00 and charge wholesale for material used and guarantee its time-keeping for two years. $1

REINGOLD'S, 521 South Spring St.

FLY —AT— ROGERS' AIRPORT $1.00

Western Ave and 125th St.

Reduced rates to Illustrated Daily News readers. This certificate and One Dollar entitles you to an Airplane trip at Rogers' Airport.

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LONG BEACH — D. P. Marvin, 242 East First St., Phone 636-476
POMONA — Tolton Company, 285 N. Garey St.
SAN PEDRO — A. M. Ferguson, Sederlund Bldg., 495 7th St., Phone 1012W

Mail This Today

(COUPON)

PALOS VERDES ESTATES,
555 Lane Mortgage Bldg.
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.
Name .....
Address .....

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Title

Appeared in Date

Ad. No.:

Title

Appeared in Date

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Title

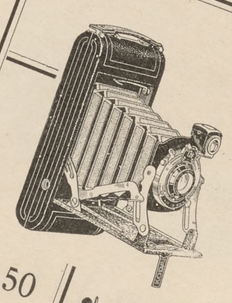
Appeared in Date

What Truly Remarkable Values Jacoby's $5.00 Hats Really Are!

—Ask anyone who happens to be the proud possessor of one of Jacoby's colorful and artistic $5.00 hats, what she things of them.
—Right up to the minute in styles and colors!
—They're hats that are the talk of the season, for sports, afternoon and evening wear. In orchid, green, amber, cerise, and many other popular shades!
—These $5.00 hats have been carefully tailored with full quality of material, which gives them the appearance of much higher priced hats!
—You'll surely find the hat you've been looking high and low for, among these unusual values!

Jacoby Bros.

On Broadway, Between 3rd and 4th



Improved Eastman Kodak

TAKE an improved Eastman model, with you on your vacation. In two series 11, sizes: 2¼x3¼ at $13.50 and 2½x4¼ at $15.00.

Let Us Do Your Developing and Printing.

$13.50
—
$15.00

The Broadway Department Store

Broadway · Fourth and Hill · Arthur Letts, Jr., President

Aisles 6 and 8

COL. STORY EXPECTS N. G. C. CAMP RECORD

A new record in attendance, training and equipment is expected to be set at the two weeks' encampment of the 160th regiment, C. N. G., at Del Monte, beginning August 2, says Col. Walter P. Story.

After the regiment returns from camp, companies of it, now stationed in other southland cities, will be transferred to the 184th infantry regiment, now being organized. The regiment will then be made solely a Los Angeles unit, it is said.

K EAST

undtrip Excursion Fares now in effect

Southern Pacific opens the way to wherever you want to go.

Join the thousands who rely upon Southern Pacific for active interest in their going-away plans.

Return Limit Oct. 31

"In the glory of the sunset— in the purple mists of evening"

—LONGFELLOW

THIS MAY JUST SUIT YOU

FOR SALE: A 6-room Spanish house, oak hardwood thruout, Tiffany finish, 2 bathrooms, shower, tiled. Spanish corner fireplace in large living room. Casement windows, patent roller screens. Large terrace front, patio in rear. Concrete Garage. Size of lot 60 by 140 feet. Permanent unobstructed view—shown only by appointment. Phone VAndike 2481, or call at the Sales Office at Palos Verdes.

LONGFELLOW had an infinite capacity for appreciating Nature—sunsets, mountains and ocean to him were intimate friends, among whom he lived and wrote his poems. You, in this work-a-day world, whether you realize it or not, cannot afford to altogether disregard this 'friendship' that Nature offers.

"In the glory of the sunset"—that's Palos Verdes—a poem of the Pacific—*but*, a poem with a very definite purpose.

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Do you know, for instance, that the New City in addition to its wonderful ocean and mountain views, is actually the greatest residential development of its kind in the whole United States?

Do you know that its huge improvement program, which by the end of this year will exceed Two and a Quarter Million Dollars, is independently financed and does not depend on land sales? The cash for basic improvements was subscribed by the General Public who underwrote the whole project before a single acre was offered for sale.

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[illegible]rive down *today*—see for yourself—get [illegible]nspiration of the mountains, inhale the [illegible] breeze off the ocean, see the Golf Course [illegible]arly finished), notice the tremendous im[illegible]provement activities—then make your selection while prices are still low.

Homesites are still $2000 to $6000 [illegible]nd up.

BEST ROAD—Drive to Redondo. Follow Redondo Esplanade to end—Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices. Private automobiles leave the Lane Mortgage Bldg. daily at 9:30 a. m. Phone for a reservation.

FREE BOOKLETS—Mail the coupon today for a complete story of the New City—Palos Verdes.

PALOS VERDES

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495 7th St.
Phone 1012W

Mail This Today

(COUPON)

PALOS VERDES ESTATES,
555 Lane Mortgage Bldg.
Los Angeles.

Send me booklet and full information regarding Palos Verdes—the New City.

Name .....

Address .....

ATTENTION! Here's the ... were ever ...
Goods and Trunks at the Most Absurd ...

FIRE—SMO ...
SALVAGE COM ...

With Orders to Close Out This ...
Regardless of L ...
"Gigantic F ...
Quick Act ...
Be Sure to ...
Doors Open ...

Extra Special!
One Large Lot of Leather Bags, Beaded Bags, Vanities and other Leather Goods and Some Silk Under-the-Arm Bags. All go at one price—
$2.45
Values to $25.00
While Stock Lasts

The Power of Low Prices Is Ex ...

Ladies' Fitted Bags and Suit Cases
Values to $25.00
$7.85
Smoke Damaged

TRUNK ...
Our Trunk stock consists ...
mann, Rogers, Winery, ...
lor, Murphy, Winship and ...
Complete line of the ...
and Bags at next-to ...
Boxes and Enamel ...
also in this sale.
$30.00 Wardrobe Tru ...
$45.00 Wardrobe Tru ...
$58.50 Wardrobe Tru ...
$69.50 Wardrobe Tru ...
$85.00 Wardrobe Tru ...
All Sh ...

One Lot of Vanities, Beaded Bags and General Line of Leather Goods ... 40 ...
Spu ...

GOAT MAKES MANY FRIENDS—"Billy," mascot of United States ship California, has full range of the ves... and makes friends of every man from the lowliest go... the high officers. He declines to notice the rank of a... one, so long as he gets plenty of tin cans to eat.

—Illustrated Daily News ...

Gavanza Lodge Honored

Gavanza lodge day will be cele... brated today with several musical numbers and speeches in the... sonic club dining room at the ... andria hotel.

THE QUESTION:

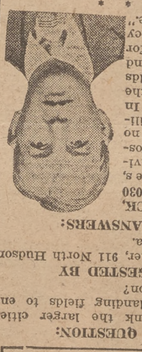
Do you think the largest cities should build landing fields to encourage aviation?

SUGGESTED BY

Carl Schaeffer, 911 North Hudson street, Pasadena.

THE ANSWERS:

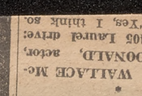
S. S. SHRYOCK, accountant, 3030 Eagle st.: "Yes, they should. Aviation must be fostered, if for no other than military purposes. In case of a war, the landing fields would be here and in readiness for any emergency that might arise."



JOHN R. GAGAWAY, cement ... minister, 137 North Comstock street, Whittier: "Without doubt, I can see no reason why they shouldn't be encouraged. It seems as though we are more behind in the progress of aviation than any other country. If I remember correctly, an American made the first air flight."

WAYNE GRIFFIN, student, Whittier: "It would certainly be a good thing to encourage aviation. There is no doubt in my mind that aviation will be the future mode of transportation and travel. From a commercial standpoint it seems as though someone is passing up something good."

WALLACE McDONALD, actor, 405 Laurel drive: "Yes, I think so.



THE INQUIRING PHOTOGRAPHER

EVERY DAY HE ASKS A QUESTION AND PICTURES THOSE QUESTIONED

A mass meeting has been called for all members of the Greater Montecito Park Improvement Association by Willard C. Steele, president of the organization, for tomorrow night at 8 p. m. at Latona avenue and East Avenue Forty-three for the purpose of discussing the controversy between property owners in that district and the Los Angeles Rock and Gravel company.

Boyle Workman, president of the city council and Robert Allen, member of the council, will talk. President Steele will ask that the association either adopt a resolution to forward to the city council, asking it to file an appeal bond in the present litigation between the city and the Gravel company over the enforcement of the city ordinance prohibiting the use of rock crushers, steam shovels and excavating machines in residence districts for commercial purposes, or adopt a resolution to consider purchasing outright the holdings of the Gravel company for $350,000.

According to President Steele, should the association decide to purchase the 131 acres in question, the price of $350,000 would not be excessive if divided pro rata among the 20,000 to 25,000 lots in the area.

COMPANY CLASH

Ad. No.:

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...What Truly Remarkable Values Jacoby's
$5.00 Hats Really Are!

—Ask anyone who happens to be the proud possessor of one of Jacoby's colorful and artistic $5.00 hats, what she things of them.
—Right up to the minute in styles and colors!
—They're hats that are the talk of the season, for sports, afternoon and evening wear. In orchid, green, amber, cerise, and many other popular shades!
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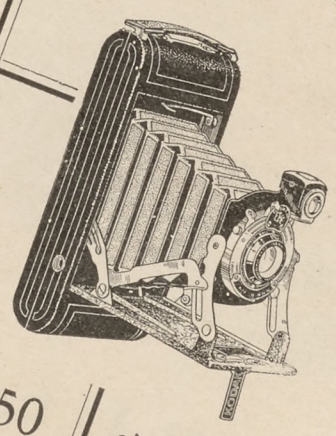
Jacoby Bros.
On Broadway, Between 3rd and 4th



Improved Eastman Kodak

$13.50
—
$15.00

TAKE an improved Eastman model, series 11, with you on your vacation. In two sizes: 2¼x3¼ at $13.50 and 2½x4¼ at $15.00. Let Us Do Your Developing and Printing.

The Broadway Department Store
Broadway · Fourth and Hill
Arthur Letts, Jr., President

Aisles 6 and 8

...K EAST

...undtrip Excursion Fares
now in effect

Southern Pacific opens the way to wherever you want to go.
Join the thousands who rely upon Southern Pacific for active interest in their going-away plans.

Return Limit
Oct. 31

COL. STORY EXPECTS N. G. C. CAMP RECORD

A new record in attendance, training and equipment is expected to be set at the two weeks' encampment of the 160th regiment, C. N. G., at Del Monte, beginning August 2, says Col. Walter P. Story. After the regiment returns from camp, companies of it, now stationed in other southland cities, will be transferred to the 184th infantry regiment, now being organized. The regiment will then be made solely a Los Angeles unit, it is said.

UCCESSFUL BUILDER

South Vermont avenue. This four-flat structure is the eleventh s erected.

en to the public, and during her ps everywhere she was constantly the lookout for desirable lots. The second house was better than e first and not so costly. Meanhile the feminine builder's ideas d grown apace and her ambition ared to a duplex, which would ot only provide a home, but an come to take care of taxes, interst and upkeep.

Although the undertaking was retentious on her capital, her third ouse was a duplex of ten rooms n a lot that cost $2500. Incidentlly, this was built against the adice of friends, who warned her she ad paid too much for the lot, that uilding prices were high and that Los Angeles was due for a slump.

The solicitous friends feared that she would be left with a building that could not be sold to advantage and with a large debt on her hands.

Following the duplex came the remodeling of a home for a friend, a two-flat building, a bungalow in the suburbs, another two-flat building, a four-flat building, a $25,000 home for an admiring friend, and another four-flat structure which she is now building.

All this has been done in the six years since the war, and every structure has embraced the newest ideas and every one built with the idea that the builder would live in it permanently.

PROVIDE BUS FOR PATRONS

With a brand new Reo bus added to the equipment for conveying customers between their retail stores at Ninth street and Maple avenue and their manufacturing plants and stores at Vernon, the Whiting-Mead Company has placed this convenient service on a half-hour schedule, instead of the former hourly trips.

Originally intended to aid out of town buyers to take advantage of the special items that are occasionally offered at only one of the stores, this transportation plan has met with such success that it has become a definite part of the company's program.

Plumbing fixture buyers are frequent passengers to the big Whiting-Mead foundries, porcelain enameling plant and vitreous china potteries in Vernon, where they may see the various steps in the manufacture of the fixtures which they sell and install.

But all visitors are not connected with the plumbing trades, for anyone is welcome at these plants and competent guides explain the methods of fabricating the fixtures.

A short distance from the factories, which cover approximately forty acres, is the big Vernon store of this pioneer Los Angeles concern.

Here, as well as in the Ninth and Maple store, one can buy everything necessary for building, from lumber to lighting fixtures and wall paper.

The purchase of the new bus was declared a necessity, due to the impossibility of longer caring for the rapidly growing number of customers with the former equipment.

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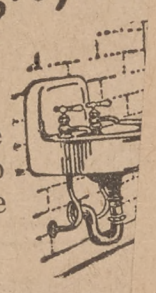
A Complete 3pc Bath Room S

everything to the rough plu

Our famous three-piece bath room set at this very special price because slightly off grade.

The three fixtures as you see them complete to the rough plumbing—everything included. No extras to buy. Roll Rim Bath Tub (choice of 4½ or 5 ft.), wide apron lavatory, and low vitreous china toilet.

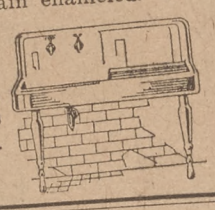


Low Toilets, $20

Complete toilet combinations with Birch Mahogany seats—everything necessary to connect with the rough plumbing, including screws, washers, angle valve, etc. They are slightly off grade.

De Luxe Sinks, $40

The new one-piece sink, drainboard and back, with adjustable legs, all of cast iron porcelain enameled. A beautiful snowy white fixture that adds beauty to any kitchen.



Single drain board, one-side style, as pictured, $40, and we have the double-drain board style at $60. That's saving $10 to $15, because these are slightly imperfect. Prices do not include fittings.

SCREEN DOORS
A Purchase!
$2.25 and $2.75 Each

Because we know where to buy and when spot cash will talk best, we can offer a big shipment of No. 8 screen doors, like

PAINT
On Bargain Tables

Readjustment of paint s
means low prices on
items. On our bargain tabl
real buys.

Ad. N
Title
ppeared in
S.P. Pilot
Space 5/8

Buy Real Estate On Cafateria Plans!

An Unusual Opportunity to Own A Homesite in Unit No. 4—Vista Del Oro

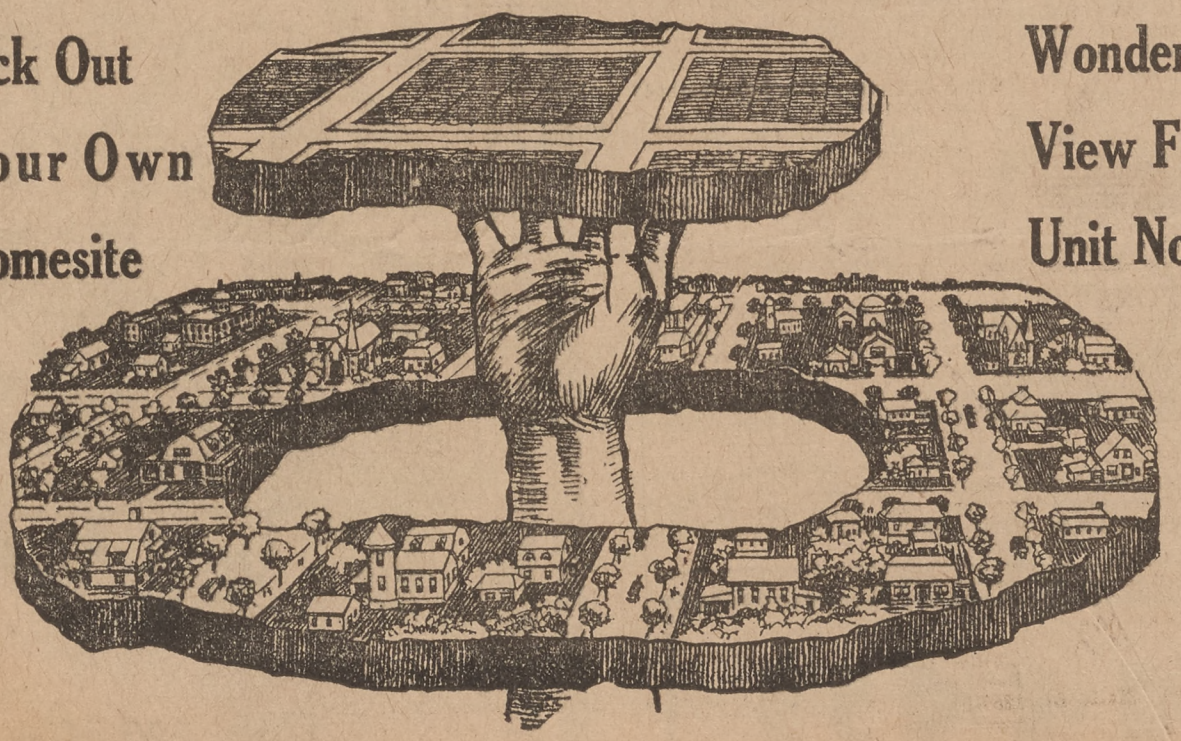
Secure a new map of Vista Del Oro Unit No. 4, pick out the place you most desire, pay 10% and 1% per month!

Thing of getting a lot **within 100 feet of Western Avenue for as little as $1800**—and with such attractive terms!

This new map of Vista Del Oro Unit No. 4 contains all block and lot numbers, shows the Averill-Weymouth Park location and various streets, including the Western Avenue route which runs directly through the tract.

There's a map for everybody. Get one from H. O. Averill, exclusive selling agent for this property. Call at the tract office, telephone or write—and pick out your own homesite. Never again will you be presented with such an opportunity!

Pick Out Your Own Homesite



Wonderful View From Unit No. 4

Drive out and see the big steam shovel paving the way for beautiful streets in the residential section that is **'Way Up Above San Pedro**—with a magnificent panorama view of the busy city itself, a broad view of the

E ALL CRAZY ABOUT SOUTHERN CALIFORNIA

"But the pottery business, for example, is like an old English guild. In the city of Trenton everybody is a potter.

"Whole families are in the business. Bill will be making dishes at one plant, John making vases at another, the father shaping bathroom fixtures at a third.

"The art of pottery making seems to descend right on down the family through generation after generation, and so much so that if the potters ever tried to move away from where they are now, they'd have to ship the population along, too."

Housewives will probably be interested in the prediction of Mr. Webster that bathroom fixtures and enamelware will probably become cheaper and better as time goes on, due to the installation of better methods of manufacture.

In one plant he found that a continuous process had been put in operation with the result that four men are now able to do the work of sixteen men—and do it a lot easier.

Mr. Webster found Detroit subdivided far out into the surrounding country. There are immense tracts there, he said, reaching for miles and miles with hardly a house to be seen.

"They have almost subdivided the river," he laughed.

Manufacturers who are perhaps reluctant to pick up personnel, plant and everything to come West at present are looking forward to the time when it will be possible to establish themselves in the West and thus serve more easily and quickly this ever-growing volume of business.

The establishment of these manufacturers in Los Angeles will bring about a marked improvement in deliveries, and, from an economic standpoint, greatly reduce costs.

NOW IS GOOD TIME TO BUILD

In order to encourage more people to build now, Pacific Ready-Cut Homes, Incorporated, located at 1334 South Hill street, are conducting a special summer building campaign.

"This is one of the most successful ideas we have ever conceived," said W. P. Butte, president of Pacific Ready-Cut Homes, Incorporated, in referring to his firm's special event.

"Although a good many different lines of business report that sales are not what they should be, we find that our sales can be kept up to normal and even pushed ahead of last summer by making unusually attractive offerings to prospective homebuilders.

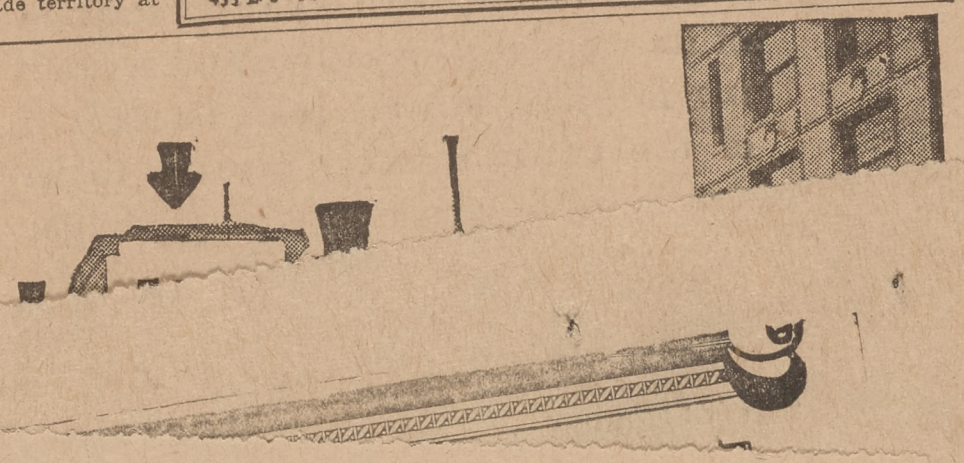
"Not only is our general business good, but sales of completed ready-built homes in our Wilshire boulevard residential park are also very good. All of which seems to prove that you can get the business if you can show people how you can save them money and at the same time give them the maximum of value—in other words, the best kind of small home the

Carloads of Paper Are Sent to China

Thirty-five carloads of box paper, representing the first shipment of a big order, left Los Angeles recently for Shanghai, according to word received by A. G. Arnoll, manager of the industrial department of the Chamber of Commerce, from Bruce Brown of the Southern board and paper division of the Paraffine Companies, Inc.

Los Angeles is rapidly coming into a place of prominence as a paper manufacturing center, according to Mr. Arnoll, and shipments such as this prove conclusively that Los Angeles industries are determined to develop foreign trade as well as the city's logical trade territory at home.

CONSTRUCTION MACHINERY CO.
OF WONDER CALIF.
CONCRETE MIXERS
CONTRACTORS EQUIPMENT - WOODWORKING MACHINERY
455 E. 3rd St. LOS ANGELES CAL. Phone VAndike 2187



WOODHEAD LUMBER COMPANY

Make the First Impressions Favorable

RE-SAND THAT HARDWOOD FLOOR

Coming into your home your guests step first upon your floors and notice them. White, unstained, glossy hardwood floors leave the impression of neatness and "the proper thing." Without muss or fuss our electrical re-surfacing machines will put the freshness back into that hardwood floor of yours.

NEW FLOORS LAID OVER OLD

It would improve your home mightily to have us lay a hardwood ¾-inch floor over that old pine one. As easy as laying a carpet. The cost is low.

Visit our downtown display rooms and let us show you samples and quote prices.

914 S. Main St. Phone Vandike 2431.
Downtown Service Department and Display Rooms

Important Paving at Eagle Rock

Eagle Rock motorists and business men are jubilating over the preparations for paving Glassell road and Avenue 36 which are at last being made by the Street Department of Los Angeles.

Men and equipment have been sent out to the district, which takes in Glassell road as it crosses Fletcher drive, Cressmore place, Verdugo road, and other sections, all of which have been notoriously bad for years.

Two hundred days are allowed for the completion of the improvements. This is the shortest route between Eagle Rock and the business center of Los Angeles.

FULLERTON COMMITTEE

Hugh Miller, W. M. Hunt and H. B. Miller have been named a committee of three to see that the Fullerton Realty Board have the best banner that money can buy, according to reports received from Fullerton. The Pasadena Realty Board has sent letters to every realty board in the State urging them to have suitable banners in the big parade of realtors to precede the convention.

"Valuing Industrial Property," which is a reprint of the paper read by W. L. Brent, president of the board, at the annual convention of the National Association of Real Estate Boards in Washington, D. C., last month.

The Wharton School of Commerce of the University of Pennsylvania has also requested a copy of this paper which it wishes to incorporate in the real estate instructional work of the institution.

HOFFITE
Fire and Water Resisting
Brine in Your Plans and Save Money
MILLER & ALF
1040 South Broadway
Los Angeles Trinity 8231

STUCCO

Thirteen Years of Service
Fenner's BRANCH OFFICES
LOS ANGELES, 868 Metropolitan
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A Spanish-Tudor
Type Home
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Fenner offers an unusual ho
a home of true architectur
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construction, and at the a
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Thousands of Fenner homes
include all sizes and prices,
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Thirteen Years of Service

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Established 1911

Fill in a single bill of materials
lumber, cut to fit, all nails,
windows, the work, paints,
You get a far better quality of
lumber country. Everything
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Heads Arrangements Committee For "Third Party" Convention

Miss Alice Gannett is chairman of the committee on arrangements for the entertainment of the women delegates to the Conference for Progressive Political Action in Cleveland.

No Steps Taken To Fill Vacancy On Harbor Board

No appointment had been made by Mayor George E. Cryer, up to a late hour yesterday to fill the vacancy on the Board of Harbor Commissioners accorling to H. H. Kinney, the Mayor's secretary. The two year term of O. B. Kibele expired Monday.

Unless an appointment is made early this afternoon, it is generally understood that Mr. Kibele will serve in his regular capacity at the weekly meeting of the board this afternoon, in San Pedro.

About a year ago the Mayor requested Mr. Kibele to resign. The commissioner declined to do so and Cryer passed over the incident without further action. In City Hall circles it was intimated that the Mayor was of the opinion that the City Council would not confirm his action if Kibele was removed by executive order.

Because of this incident it is thought that the Mayor would not reappoint the commissioner upon the expiration of his term. Kibele has however, stated his candidacy for reappointment. Some ten days ago he called upon Cryer in his office in the City Hall. At another time he is said to have made a call in company with C. J. Colden, president of the board and W. D. Allen, the third member of the commission.

As a former officer of the Los Angeles Shipbuilding Corporation and as the present superintendent of the Bethlehem Chipbuilding Corporation, Mr. Kibele has been a resident of the harbor district for five years. He was marine superintenden rotheft shr shrdl superintendent for the Union Oil company at the time the contracts for new ships were awarded to the Union Iron Works at San Francisco and shortly afterwards took a position as superintendent of the yard that built the ships. During the war he was with the Shaw-Batcher yard at San Francisco and was transferred to San Pedro to take charge of the Southwestern yard here owned by the same interests and built a new home at Wilmington.

Since he came south he has been associated with C. H. Eubank the Wilmington banker in several business enterprises.

Pidgeon Tells of Daring Yawl Trip Around the World

Passing off the Cape of Good Hope at midnight, life among the native Zulus, and his reception at Durbar and Cape Town, South Africa are but a few of the experiences that Harry Pigeon, San Pedro boat builder and world navigator, mentions in his last letter to friends here.

Monday Mrs. Ruth M. Moore, librarian at the San Pedro library received a long letter from the traveler. It was dated May 27, 1924 and bore the postmark of Cape Town, an English city situated at the southern extremity of the African continent.

Pigeon left San Pedro at 12:30 p. m. on November 18, 1921 aboard his 34 foot yawl, the "Islander." He sailed alone across the Pacific visiting the Marqueas, Society, Samoan, Fiji and Dutch East Indian islands. In the Indian Ocean he made a stop at Christmas Island. From this point he cleared for Durbar, British East Africa.

The climate of Durbar was described as being almost tropical by Pigeon. He told in his letter of trips made in the vicinity and of what he saw of the Zulu people that live there. Among the white inhabitants he was much in demand to give lectures on his travels.

By good fortune his lectures so delayed the departure from Durbar that he escaped one of the worst southeast gales that has struck the Cape of Good Hope for a number of years. A three weeks late start enabled him to clear the Cape in good weather. Even then it was intensely cold compared to the tropics, for both winds and currents that strike the Cape came from the Antarctic Ocean.

At Cape Town the San Pedro man was cordially greeted by the Royal Cape Yacht Club. They gave him anchorage in their harbor and provided him with means and facilities for overhauling his boat.

Pigeon compares Cape Colony with Southern California. His letter tells of the trees and the fruits, particularly the grapes and apples. These were a pleasant change for him after having had tropical fruits for nearly two years.

Many lectures before organizations and schools were planned for him while at Cape Town. He told of the kindness with which the people greeted him and of the many courtesies that they extended to him.

Included with the letter which Mrs. Moore received yesterday were a number of photographs. They show the Cape of Good Hope, views of Cape Colony and Cape Town and the native and animal life there.

At the time of writing Capt. Pigeon was preparing to leave soon for the north. His course called for a trip at St. Helena, the isle where Napoleon spent his last days. From there he planned to make Ascension Island and then cross the West Indies for the winter.

After passing through the Panama Canal he will head for San Pedro early next spring.

IMMIGRATION LAW NOT POPULAR WITH STEAMSHIP MEN

Considerable dissatisfaction is being expressed by local shipping interests over the Immigration Act of 1924, which went into operation on July 1. Steamship men in all branches of work are complaining of the hardships which they claim are resulting from the new law.

Under the provisions of the act all alien seamen that are excluded from entering the United States under the immigration laws are prohibited from landing in American ports. Foreign seamen state that the laws of their own countries allow for shore leave in all nations that the vessels touch and that many of them are sailing the seven seas with the object of being allowed to make short trips ashore in this country.

Steamship companies and ship masters are complaining daily of the dissatisfaction which is noticed among their crews.

That the new law is also greatly inconveniencing foreign passengers is the word coming from steamship companies. Several tourists have been held up at ports of entry. Rudolph Schreiber, a German designer and architect, is being detained with his daughter at the local immigration station, awaiting the result of his appeal to Secretary of Labor James J. Davis.

Schreiber's passport read that he was to be allowed entrance in the United States on or after July 1. The Japanese steamer Ginyo Maru arrived here June 29, however, and under the new alien act the architect is unlawfully in the country. Schreiber is hoping to hear from Washington today in regard to his appeal to Secretary Davis.

Two Year Old Daughter of Mr. & Mrs. Spencer Passes Away Suddenly

Jeanette Eleanor Spencer, two year old daughter of Mr. and Mrs. A. H. Spencer passed away suddenly at 9:50 p. m. Mondy at the Spencer home, 1078 Thirteenth street.

As the child appeared perfectly healthy on Sunday when she went swimming the sudden death came as a terrible shock to the parents and, as well to friends of the family.

Funeral services will be held today at the Cleveland undertaking parlors at 2 p. m. Interment will be made at the Wilmington cemetery.

Mr. Spencer is manager of the local office of the Metropolitan Life Insurance Co.

Rushing Western Avenue to the harbor

MIRALESTE

The Beauty Spot of Western Avenue Overlooking the Harbor

TREMENDOUS progress is being made up in the big construction camp on Miraleste. Here, on a natural plateau, commanding the entire Los Angeles valley from Hollywood to Balboa, will be the residential gem of the Harbor District.

Miraleste, on the hillsides of Palos Verdes—700 feet above sea level, marks the spot at which Western Avenue will get its first peep at the Pacific Ocean. It is being offered to you for your Homesite.

What a site for your future Home! Does a view such as you will get from here appeal to you? Does "location" mean anything?

Do you realize what it will mean to own property on the most famous highway in all California—for Western Avenue will be the only boulevard connecting, in direct line, the Harbor with the Mountains—and it goes right through the center of Miraleste.

Here you can have the home you have dreamed of for so long—overlooking the Harbor and within a few minutes from the centers of shipping and industrial activity.

Miraleste is an important unit of the huge Palos Verdes development, and having the same ideals, the same restrictions, the same type of improvements. There will be 37 acres of public parks, 6 acres of school sites, a magnificent Business Plaza, good wide streets, gas, water, electricity and all the other exclusive features which are the privilege of every Palos Verdes Homesite owner.

You have waited for the completion of Western Avenue—you know what it is going to mean to the Harbor District. Now you are assured that it will be but a few weeks before this new passenger artery will be open.

A few weeks more also, and Homesites in Miraleste will all be gone. Come will be your opportunity to live in the most desired section adjacent to the Port of Los Angeles.

Better see this strategic location while there is yet time. Phone for an appointment today. Prices are still at lowest. You will never again be able to buy so much happiness for so little cash.

Only 120 Miraleste Lots Left —Don't Delay Too Long!

Phone San Pedro 1012-W for a private automobile to take you to MIRALESTE

Homesites are priced as low as $2000 to $6000 and up

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5th Floor Lane Mortgage Building
Eighth and Spring Streets
HENRY CLARKE, Director of Sales
BANK OF AMERICA, TRUSTEE
Telephone VAndike 2481

Sederlund Building, 495 7th St.
Phone 1012 W SAN PEDRO
A. M. FERGUSON

PALOS VERDES ESTATES
550 Lane Mortgage Bldg., Los Angeles
SEND me booklet and full information regarding Palos Verdes — the New City.
Name_____
Address_____

—one fourth for P

NATURE has been more than generous to Palos Verdes—in location, in scenery and in all that makes for desirability as a place to live.

Palos Verdes, with true appreciation of its wonderful coastline and its rolling hillsides, has set aside one-fourth of the entire saleable acreage to be developed as community playgrounds. *Twenty-five percent of Palos Verdes is forever dedicated to parks, playgrounds and school sites and "open spaces for public use."*

Four and a half miles of the fairest coastline in the Southland will always remain the property of the Palos Verdes Homeowners—entirely free from hot-dog, peanut and soft drink stands, common to most beach lands—free also from the possibility of either private ownership or commercial encroachment.

The people who will live in Palos Verdes will be the sort of people who are not attracted by these so-called seaside amusements; they will be nature lovers and with you, will make the New City the ideal residential playground of Southern California.

Here's an idea of the fun provided for you in Palos Verdes: there will be an 18-hole Golf Course—Club Houses—a Yacht Harbor—well-laid-out Parks

PALO

The New City-where Home

General Sales Office:
5TH FLOOR LANE MORTGAGE BUILDING
8th and Spring Streets
HENRY CLARKE, *Director of Sales*
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REDONDO
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Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

LOS VERDES
ffice near entrance
lga Cove District

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D. P. Marvin
2 East First Street
Phone 636-476

POMONA
Tolton Company
285 N. Garey Street

SAN PEDRO
A. M. Ferguson
Sederlund Bldg., 495 7th St.
Phone 1012 W

MAIL THIS TODAY

PALOS VERDES ESTATES
557 Lane Mortgage Bldg., Los Angeles
SEND me booklet and full information regarding Palos Verdes—the New City
Name
Address

GIRL POINTS WAY TO THRIFT; WINS ESSAY CONTEST

Miss Margaret Norma Ringer, a member of the junior class of Los Angeles high school, was yesterday awarded the first prize of $500 offered by the Citizens' Trust and Savings bank for the best essay on thrift by a high school student.

Prizes for the four next best essays amounting to an additional $500 were given to Herbert R. Boutellier, evening student at Hollywood high school; Eleanor Lapham, sophomore at Los Angeles high school; Thomas Henderson, also of Los Angeles high school, and Loyce Farrington, of Lincoln high school. The school prize of $75 for the most winners was awarded to Los Angeles high school.

Three hundred students who submitted essays that were not included in the prize list were presented with a savings account in the bank with an initial deposit of $1 by J. Dabney Day, president of the institution.

The winning essayist, Miss Ringer, is the daughter of Mr. and Mrs. Albert Ringer, 1635 South Norton avenue. She is an accomplished musician, and intends using her prize money to pursue her musical training and for a college education. In addition to her musical accomplishments, she has made a splendid scholastic record in high school.

The judges, financial editors of local papers, were: Ira C. Tichenor, Chapin Hall, Gilbert Brown, Elwood Lloyd, C. H. Haskell and J. K. Baillie.

(Picture on Pages 16-17)

U. S. COMMISSIONER CANDIDATE FOR JUDGE

The petition of Stephen G. Long, of Long Beach, United States Commissioner for Southern California, as candidate for superior court judge, was filed with the county registrar yesterday. Petitions of John L. Fleming and Walter Guerin for the same office also were filed.

I WAS EMBARRASSED

By MARIANNE MANNING
Route No. 2, Box 1437, Burbank

I was spending the week-end with a friend in her delightful home in the mountains. One night we were sitting around the fireplace reading and her grandfather fell asleep. As I lived on a ranch, I was very proud of my ability to distinguish the sound made by different animals. I heard a noise that sounded just outside, and thinking it was made by an animal wandering around, I said: "I didn't know you had a cow." "We haven't," answered my friend. "That was my grandfather snoring."

For every embarrassing situation printed in this column the ILLUSTRATED DAILY NEWS will pay $1. Manuscripts will NOT be returned. Address "EMBARRASSED," ILLUSTRATED DAILY NEWS, 1257 S. Los Angeles Street.

ONCE A HEADLINER, NOW IS DESTITUTE

FAMOUS ACTRESS PENNILESS—Helene Odilon, whose name once was the most celebrated in the theatrical world of the continent, is now said to be ill, without funds, and reduced to the point of seeking dims in the street.

—one fourth of the City for PLAY

NATURE has been more than generous to Palos Verdes—in location, in scenery and in all that makes for desirability as a place to live.

Palos Verdes, with true appreciation of its wonderful coastline and its rolling hillsides, has set aside one-fourth of the entire saleable acreage to be developed as community playgrounds. *Twenty-five percent of Palos Verdes is forever dedicated to parks, playgrounds and school sites and "open spaces for public use."*

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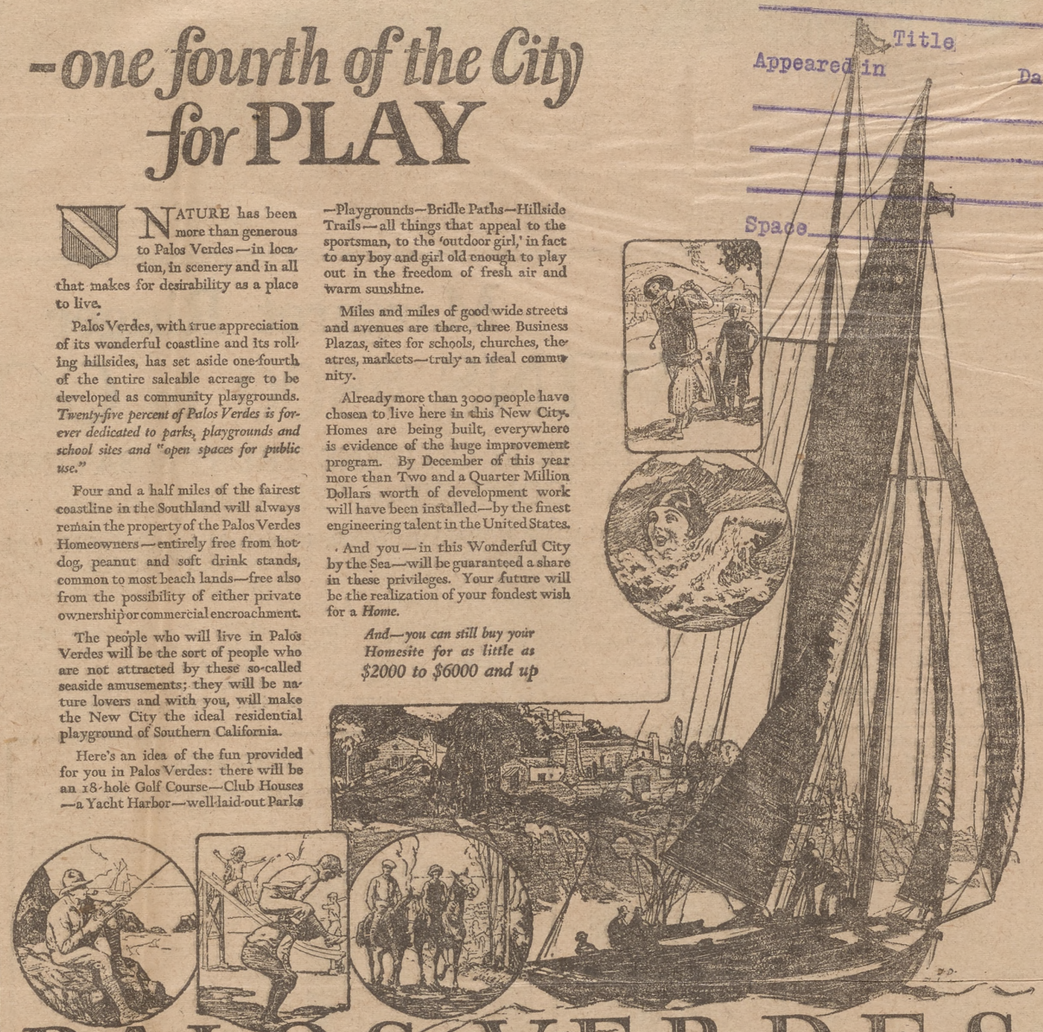
Here's an idea of the fun provided for you in Palos Verdes: there will be an 18-hole Golf Course—Club Houses—a Yacht Harbor—well-laid-out Parks—Playgrounds—Bridle Paths—Hillside Trails—all things that appeal to the sportsman, to the 'outdoor girl,' in fact to any boy and girl old enough to play out in the freedom of fresh air and warm sunshine.

Miles and miles of good wide streets and avenues are there, three Business Plazas, sites for schools, churches, theatres, markets—truly an ideal community.

Already more than 3000 people have chosen to live here in this New City. Homes are being built, everywhere is evidence of the huge improvement program. By December of this year more than Two and a Quarter Million Dollars worth of development work will have been installed—by the finest engineering talent in the United States.

And you—in this Wonderful City by the Sea—will be guaranteed a share in these privileges. Your future will be the realization of your fondest wish for a *Home.*

And—you can still buy your Homesite for as little as $2000 to $6000 and up



PALOS VERDES

The New City-where Home Estates cost but $2000 and up

General Sales Office
5TH FLOOR LANE MORTGAGE BLDG.
8th and Spring Streets
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee
Telephone VAndike 2481

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near Entrance Malaga Cove District

LONG BEACH
D. P. Marvin
242 E. First St.
Phone 636-476

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.,
495 7th St.
Phone 1012-W

MAIL THIS TODAY

PALOS VERDES ESTATES
557 Lane Mortgage Bldg., Los Angeles
SEND me booklet and full information regarding Palos Verdes—the New City.

Name .....

Address .....

—AT—
FLY ROGERS' AIRPORT $1.00
Western Ave and 125th St.
Reduced rates to Illustrated Daily News readers. This certificate and One Dollar entitles you to an Airplane trip at Rogers' Airport.
ROGERS AIRCRAFT, Inc.

HEAL SKIN DISEASES

Apply Zemo, Clean, Penetrating, Antiseptic Liquid

It is unnecessary for you to suffer with Eczema, Blotches, Ringworm, Rashes and similar skin troubles. Zemo, obtained at any drug store for 35c, or $1.00 for extra large bottle, and promptly applied, will usually give instant relief from itching torture. It cleanses and soothes the skin and heals quickly and effectively most skin diseases.

Zemo is a wonderful, penetrating, disappearing liquid and is soothing to the most delicate skin. Get it today and save all further distress. Zemo Soap, 25c—Zemo Ointment, 50c.

Call ATlantic 9131 for Illustrated Daily News Want Ads.

POSLAM IS SAFEST FOR BABY'S ECZEMA

Take no chances with baby's skin trouble. Harsh remedies might make it even worse. Trust Poslam, that gentle yet concentrated remedy that stops itching instantly and quickly drives the eruption away. At all druggists, 50c.

We Recommend the Daily Use of
POSLAM SOAP
Which Contains 7% of Poslam Ointment

FREE for Boys and Girls
One Day's Fun at VENICE

Join the crowd at Venice for a day of fun. Tickets to 18 concessions, including an ice cream cone and hot dog, given FREE for 2 new subscriptions to the ILLUSTRATED DAILY NEWS for 3 months. Good every day except Sundays and holidays to children under 16 years.

Have two new subscribers sign this coupon, bring to the office and get your fun ticket.

Subscription Blank

We hereby subscribe to the ILLUSTRATED DAILY NEWS for a period of 3 months at the rate of 30c a month, and thereafter until we notify you to discontinue same.

We are not now subscribers of the ILLUSTRATED DAILY NEWS.

NAME..... TEL.....
ADDRESS .....
NAME..... TEL.....
ADDRESS .....
SECURED BY .....
ADDRESS .....

Tuesday, July 8

ARRIVED IN PORT

Str. Mexicam, from Philadelphia.
Str. Alfoh, from Antwerp, general cargo for American-Hawaiian line, 4:20 a. m.
Str. Manhattan, from Wilmington, lumber, 10 a. m.
Str. Munidella, from Baltimore and New York, general cargo for Munson-McCormick line.
Str. Seaconk, from Baltimore and New York, general cargo for United American line.
Str. Florence Olson, from San Francisco.
Str. Lake Gunn, from San Francisco.

DUE TO SAIL

Str. Harvard, for San Diego, passengers and freight for Los Angeles Steamship company, 3 p.m.
Str. Admiral Fiske, for San Francisco and Portland, passengers and freight for Pacific Steamship company, 3 p.m.
Str. Florence Olson, for Mexican and Central American ports, general cargo for Western Steamship company.
Str. Wallingford, for San Francisco and Portland, general freight for McCormick line.
Str. Lake Gunn, for New Orleans and Mobile, general cargo, 6 p.m.
Str. Edgar F. Luckenbach, for San Francisco, to load passengers and general freight, 8:45 p.m.
Str. Covena, for Columbia River, in ballast to load lumber, 6 p.m.
Str. Avalon, for Avalon, passengers and freight, 5 p.m.
Str. Baker Johnson, for Grays Harbor via Redondo, partial cargo of lumber, 5 p.m.
Str. John Gray, for San Francisco, general cargo, 6 p.m.
Str. San Juan, for Cristobal via Central American ports, 7 p.m.
Str. Humboldt, for San Francisco, passengers and freight, 8 p.m.
Str. Admiral Fiske, for San Diego, passengers and freight, 8 p.m.

DUE TO ARRIVE

Wednesday, June 9

Str. Munindies, for New York, called for bunkers, 9 p.m.
U. S. supply ship Procyon, for San Diego, on cruise, 4 p.m.
Str. Katherine, for Eureka, in ballast to load lumber, 3:30 p.m.
Str. John C. Kirkpatrick, for Coos Bay, in ballast to load lumber, 6:20 p.m.

PORT NOTES

The steamer Carrillo departed for Catalina Island early this morning where she will be used for the remainder of the summer as an excursion boat for trips around the isle. These daily trips start at 10 in the morning and last about three hours. Until the new steamer Catalina went into service the first of the month the Carrillo was used regularly with the Avalon on the run from Wilmington to the island. Her capacity for trips around Catalina will be limited to 200 passengers so that crowding may be avoided and comfort for all assured.

The Inter Lochgoil of the Royal Mail Steam Packet line is here from Antwerp and London with 3000 tons of cargo and three passengers for this port. On her way up from the Canal zone the Lochgoil called at Puntarenas and loaded 800 tons of coffee. Three hundred of them will find their way to Los Angeles breakfast tables.

The United American steamer Alfoh, passed up the channel at 5 o'clock this morning carrying a big cargo of Antwerp and Hamburg products for discharge here.

Try The Daily Pilot Classified Columns for Results

Tanker Lobeo, for Seattle, oil cargo, 12:10 a. m.
Str. Lewis Luckenbach, for New York and Baltimore, lumber and general cargo, 2:15 a. m.
Str. Kroonland, for San Francisco and Portland, general cargo, 6 p. m.
Str. Edgar F. Luckenbach, for Mobile, general cargo, 6 p. m.
Str. Wellesley, for Eureka, in ballast to load lumber, 4 p. m.
Str. Superior, for San Francisco, general freight, 8:45 p. m.
Str. Catalina, for Avalon, passengers and freight, 10 a. m.
Str. Florence Olson, from San Francisco, to load passengers and freight for Mexican ports.
Str. Hesseln, for San Francisco, general cargo for Hamburg-American line.

Monday, July 7

ARRIVED IN PORT

Str. Alcoa, from Eureka, lumber cargo, 1:30 a. m.
Str. David C. Meyer, from San Diego, partial cargo of lumber, 3:45 p. m.
Str. Humboldt, from San Francisco, passengers and freight, 6 a. m.
Str. Wallingford, from San Francisco, general freight, 7:30 a. m.
Str. Avalon leaving Water street wharf, foot of Canal avenue, Wilmington, daily at 10 a. m., arrives Avalon 12:15 noon, returning leaves Avalon 4:15 p. m., arrives Wilmington at 6:30 p. m.

WIRELESS REPORTS

Monday, July 7

Alameda, San Pedro for New York, 174 miles from San Pedro at noon.
Santa Barbara, San Francisco for San Pedro, 179 miles from San Francisco at noon.
Altoh, Hamburg for San Pedro, 120 miles from San Pedro at noon.
Algonquin, San Pedro for New York, 183 miles from San Pedro.
Lewis Luckenbach, San Pedro for Baltimore, 230 miles from San Pedro.
W. S. Miller, San Pedro for Richmond, 127 miles from Richmond.

CATALINA SERVICE

Str. Avalon leaving Water street wharf, foot of Canal avenue, Wilmington, daily at 7:30 a. m., arrives Avalon 9:30 a. m., returning leaves Avalon 4:30 p. m., arrives Wilmington at 6:30 p. m.

I'LL JUST KEEP THIS CARD!

FANG SIN CHOP SUEY CHEAPEM SO. N.Y.

IF SANDY HOOK — BARLY MORNING! ...

THE MAIN THING ON MAIN STREET

Daily Buzz
MAIN STREET'S LEADING NEWSPAPER

MINUTE MOVIES (All rights protected)

ED WHEELAN presents FOR THE FIRST TIME ON ANY SCREEN A NEW STUPENDOUS SERIAL
THE DIAMOND DICE IN 5 EPISODES

HE S.S. PERCOLATOR SAILING FROM LIVERPOOL TO NEW YORK..

LOOK MOM! I'M AN TYPHOID CARRIER!

WELL-ISN'T THAT NICE-

MOTHER'LL PUT IT RIGHT IN YOUR BANK FOR YOU AND SOME DAY WHEN YOU'LL THANK HER FOR TEACHING YOU HOW TO SAVE WHEN YOU WERE YOUNG!

"CAP" STUBBS

Additional Classified

J—REAL ESTATE

(67) For Sale—Lots

FOR SALE—Corner lot on Alma St.; good view; $20 cash and $20 monthly if you move on the lot. C. J. Colden, Ph. 1114 or 1688-M.

FOR SALE—Lot 50x140 on 14th; east of Pacific; FINE for an investment. Owner, Ph. 1114 or 1688-M.

Airway Flooded With Light, as Night Mail Service Starts Soon

CHICAGO, July 7. — A 1400-mile stretch between Cleveland Ohio and Rock Springs, Wyo., will be drenched with over-lapping light totalling 5,279,000,000 candlepower when the day and night air mail service starts on regular schedule July 1.

The night flying section has been divided into three nuits and that between Chicago and that between Chicago and Cheyenne; measuring 865 miles, will be lighted at once.

The east and west wings will be used as Summer wanes and days grow shorter.

Between the terminals are divisional fields, twenty-two to twenty-five miles apart. At the terminal fields, 400,000,000 candlepower beacons will be the beacons will be at each divisional field.

Every three miles, between main and divisional fields acetlylene flashes on six-foot platforms have been installed. These were located last August during the night flying experiments. There is actually a landing field every three miles along the 865-mile route between Chicago and Cheyenne.

The big 300,000,000 candlepower beacons are visible for 100 miles. The acetylene beacons of 5000 candlepower are visible for nine miles.

Humpty Dumpty Store Latest in San Pedro

Saturday afternoon was the occasion of much ado at 247 West Sixth steet when the new "Humpty Dumpty Store" officially opened to the shopping public of San Pedro.

Manager E. J. La Zansky had Dinsmore's "Krazy Kat" orchestra on hand, during the afternoon to christen the opening, and the fun and noise indulged in drew crowds up the broad balcony stairs to see what the matter was.

Humpty Dumpty occupies the entire balcony of the public market and is a many sided store carrying almost every conceivable article you can think of, selling from 5c up to $1, the price of which is plainly marked, and is operated on the self service plan. It is primarily a store of household needs but the thousand and one things to be had make it impossible to attempt to enumerate soon find their way to Humpty Dumpty but the men as well.

During the opening coupons were given with every purchase for a chance in the grand drawing for three prizes amounting to fifty dollars in trade at the Humpty Dumpty.

REAL MUSIC — Any combination of good musicians for all occasions. Phone 420-M. 33-2

Plans Fight to Rid Europe of Malaria

GENEVA.—The League of Nations' new, permanent international health commission, in which the United States is also collaborating, has just decided to make a combined fight against malaria in Europe.

Since the close of the war this the league's international health commission will undertake to wipe it out.

The commission will begin its campaign first with a thorough study of the present situation by malarial experts and secondly by a close investigation of the situation in the countries where malaria actually exists.

At the same time the commission will investigate the present world's supply of quinine as well as the medical efficacy of other cinchona from the country ... Europe, where malaria has always existed and where it has spread rapidly since the close of the war.

SUMMER COLDS are lingering and annoying. The very first night apply VICKS VAPORUB Over 17 Million Jars Used Yearly

LOMITA NEWS

Edward Burke, was appointed Captain of the Lomita Fire Department at a meeting of the fire committee, acting under the Lomita Chamber of Commerce. Mr. Burke has formerly been associated with the Los Angeles and Chicago Fire Departments. Two men will be appointed by Mr. Burke, after a thorough examination as to their ability. One will be on duty during the day and the other at night. Mr. Burke asks the co-operation of the citizens of Lomita in aiding him in his work. He asks that all property owners living next door to vacant lots, where a fire might easily occur, report the name of the owner of the lot to him. Permits for burning off rubbish on vacant lots between the hours of 9 a. m. to 12 a. m. will be issued in the office of J. W. Welte, secretary of the Chamber of Commerce. Mr. Burke will maintain an office in connection with Mr. Welte for the present.

Mrs. Frank Jordon of West Palm street entertained the North Lomita Club Thursday afternoon. The rooms were beautifully decorated with national colors and places were marked with National flags. Delicious refreshments were served by the hostess.

Mr. and Mrs. C. M. Smith are the proud parents of a baby boy born Thursday evening at the Seaside Hospital. Both mother and baby are doing nicely. Mr. Smith is postmaster at Lomita.

Mrs. Stella Hooper and son Howard Mercer of Oak Street were surprised Friday evening when a number of their friends dropped in on them to remind them of their birthday, which occurred June 26 and 27 respectively. Cards and refreshments were enjoyed by the following: Mr. and Mrs. Harry Bertch, Mr. and Mrs. Fred McLaughlin, Mr. and Mrs. T. Bates of Hermosa, Mr. and Mrs. Harry Applin, Mr. and Mrs. Fred Conrad and the honorees.

Mr. and Mrs. James Sheldon of Redondo Boulevard entertained a number of Los Angeles friends at a dinner July 4th.

Applications for First Two Months Exceed Year's Quota

The June issue of the California Safety News, which is published quarterly by the Industrial Accident Commission of the state of California, contains articles of unusual interest.

Hazards connected with unguarded elevator hoistways is covered in an article entitled "We Look at Things Differently." The blocking open of landing gates is commonplace and many fatal accidents result. There are a few employes who do not realize the importance of allowing gates to operate properly at all times.

"Prevention of Injuries Due to Fires in Dry-Cleaning Plants" will prove helpful to employers and employes connected with the dry-cleaning industry. The need for care in handling gasoline and the grounding of all metal parts of machines is stressed.

Intentional neglect in observing safety regulations often results in unnecessary expense to the employer by requiring the payment of 50 per cent additional compensation whenever serious and wilful misconduct can be proved. This point is brought out in an article on the "Cost of Operating an Unsafe Machine."

"Hazards Ordinarily Found in Garages and Automobile Service Shops" is covered by an article which is also available in pamphlet form. The Commission has recently made an investigation of the number and severity of accidents in connection with the automobile industry in California. The causes of injuries are covered under ten headings: (1), handling of cars and equipment; (2), improper care of hand tools; (3), welding and soldering; (4), grinding operations; (5), cleaning compounds; (6), battery explosion and acid burns; (7), ladders; (8), electrical; (9), fire prevention and escape; and (10), asphyxiation and gas poisoning.

Mention is made of two public hearings on Elevator Safety Orders called for July 8, in San Francisco, and for July 22, in Los Angeles. All persons interested should be present at these hearings.

Park our car downtown at the Seventh St. Garage, 273 Seventh St. Day and night service. We repair, wash, polish; gas and oil. 36-26

"111" WHEN ? YOU'LL KNOW SOON

Bank Service

OUR COLLECTION DEPARTMENT will arrange for transfer of funds, from outside cities and states, without cost to you. All such deposits received before July 10th will bear interest at 4½ per cent from July 1st.

Harbor Commercial Savings Bank

Rushing Western Avenue to the harbor

MIRALESTE

The Beauty Spot of Western Avenue Overlooking the Harbor

TREMENDOUS progress is being made up in the big construction camp on Miraleste. Here, on a natural plateau, commanding the entire Los Angeles valley from Hollywood to Balboa, will be the residential gem of the Harbor District.

Miraleste, on the hillsides of Palos Verdes—700 feet above sea level, marks the spot at which Western Avenue will get its first peep at the Pacific Ocean. It is being offered to you for your Homesite.

What a site for your future Home! Does a view such as you will get from here appeal to you? Does "location" mean anything?

Do you realize what it will mean [illegible] property on the most famous highway in all California—for Western Avenue will be the only boulevard connecting, in direct line, the Harbor with the Mountains—and it goes right through the center of Miraleste.

Here you can have the home you have dreamed of for so long—overlooking the Harbor and within a few minutes from the centers of shipping and industrial activity.

Miraleste is an important unit of the huge Palos Verdes development, and having the same ideals, the same restrictions, the same type of improvements. There will be 37 acres of public parks, 6 acres of school sites, a magnificent Business Plaza, good wide streets, gas, water, electricity and all the other exclusive features which are the privilege of every Palos Verdes Homesite owner.

You have waited for the completion of Western Avenue—you know what it is going to mean to the Harbor District. Now you are assured that it will be but a few weeks before this new passenger artery will be open.

A few weeks more also, and Homesites in Miraleste will all be gone. Gone will be your opportunity to live in the most desired section adjacent to the Port of Los Angeles.

Better see this strategic location while there is yet time. Phone for an appointment today. Prices are still at lowest. You will never again be able to buy so much happiness for so little cash.

Only 120 Miraleste Lots Left —Don't Delay Too Long!

Phone San Pedro 1012-W for a private automobile to take you to MIRALESTE

Homesites are priced as low as $2000 to $6000 and up

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Building, Eighth and Spring Streets. HENRY CLARKE, *Director of Sales* BANK OF AMERICA, TRUSTEE *Telephone VAndike 2481*

Sederlund Building, 495 7th St. *Phone 1012 W* SAN PEDRO A. M. FERGUSON

PALOS VERDES ESTATES 550 Lane Mortgage Bldg., Los Angeles
SEND me booklet and full information regarding Palos Verdes — the New City.
*Name*_____
*Address*_____

-one fourth of the City for PLAY

NATURE has been more than generous to Palos Verdes—in location, in scenery and in all that makes for desirability as a place to live.

Palos Verdes, with true appreciation of its wonderful coastline and its rolling hillsides, has set aside one-fourth of the entire saleable acreage to be developed as community playgrounds. *Twenty-five percent of Palos Verdes is forever dedicated to parks, playgrounds and school sites and "open spaces for public use."*

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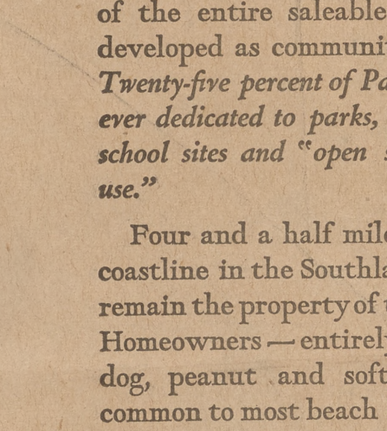
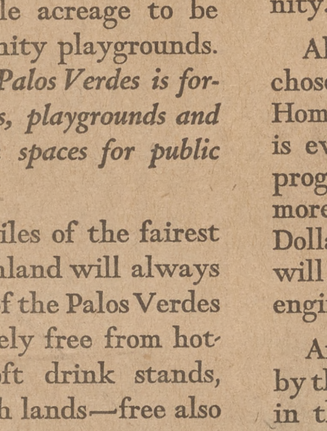
And—you can still buy your Homesite for as little as
$2000 to $6000 and up





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REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

LOS VERDES
...ffice near entrance
...laga Cove District

LONG BEACH
D. P. Marvin
...2 East First Street
Phone 636-476

POMONA
Tolton Company
285 N. Garey Street

SAN PEDRO
A. M. Ferguson
Sederlund Bldg., 495 7th St.
Phone 1012 W

MAIL THIS TODAY

PALOS VERDES ESTATES
557 Lane Mortgage Bldg., Los Angeles
SEND me booklet and full information regarding Palos Verdes—the New City
*Name*_____
*Address*_____

...hotel in Huntington Park, he said, at Vallejo were notified.

...tion filed

...poison on South Orange Grove ave-
...nue in Pasadena, he went to a res-
...idence nearby, and after knocking
...on the door, fell unconscious. He
...was taken to the General hospital
...where his condition was said to be
...critical.

Gordon told hospital attendants that he was too tired to live. He has been living at the Longfellow ...tuary of Ivy Overholtzer. Relatives ...getting the death of John J. Man-
...ning, newspaper vendor, aged 27, of ...140 East Fourth street. He fell ...down a flight of stairs in North ...Main street Monday night and died ...later. The police are trying to learn ...if Manning's fall was accidental, as ...reported. His body is at the mor-

...she alleg...

...When ...owners h...

...nearly ...city of ...1922, ...

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Ad. No.

Title

Appeared in Date

S.P. Pilot 7/7/24

7/8

Space 7/8

PEDRO DAIL

na

BOUT
D FOR
EVENT
Gatton in
Windup

Y JONES.

plenty of interest
nt at the Chief
arena this week
stine and Larry
ed to appear in
Six good bouts in
r of promising
ushers cross gloves
is feature.
find Murphy quite
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urtis will get a real test
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rancisco, has been select-
ke Lucas to oppose Cur-
k has been cutting quite
lately, and is believed
"comer." Just how far he
with White is a widely
question with the fans
ny is a rugged, hard hit-
ker who may knock Cur-
nty down if he gets in a
nch to Buck's button.
prelims are well balanced
any favorites appearing in
rious events.

New Ventilators.

ons of the C. P. O. bouts
greeably surprised last week
d new ventilators installed
insured good ventilation and
the arena cleared of smoke.
heavy fog which usually set-
over the ring, from the hun-
of smokers in the audience
noticeable by its absence. The
ventilators kept the air fresh
proved efficient in clearing
arena of smoke.

G. Swanson, estab. 1904, for
best there is in tailoring.
hes also made from your own
h. Upstairs, Bank of San Pedro.
tf

top Rinsing Hair

Stop hurting your hair by rinsing it. Hard water is devitalizing to

Real Estate On teria Plans!

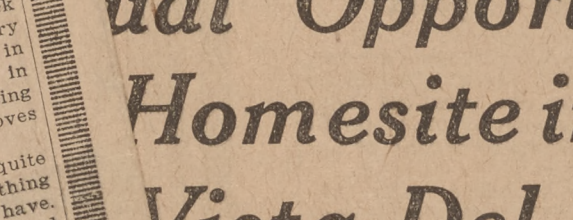
ual Opportunity Homesite in Unit Vista Del Oro

el Oro Unit No. 4, pick out the place you most h!

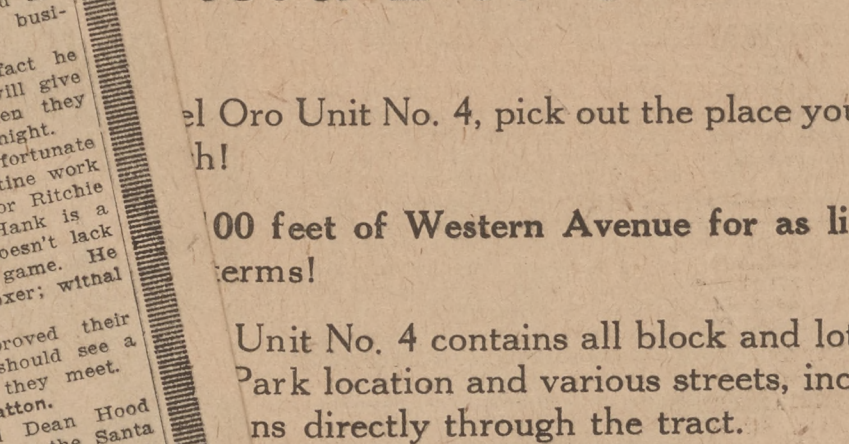
00 feet of Western Avenue for as little as erms!

Unit No. 4 contains all block and lot num- Park location and various streets, including ns directly through the tract.

t one from H. O. Averill, exclusive selling act office, telephone or write—and pick ill you be presented with such an oppor-



Wonderful View From Unit No. 4



the way for beautiful streets San Pedro—with a magnifi- by itself, a broad view of the

...A PAPER FOR PEOPLE WHO THINK

E ALL CRAZY ABOUT SOUTHERN CA

"But the pottery business, for example, is like an old English guild. In the city of Trenton everybody is a potter.

"Whole families are in the business. Bill will be making dishes at one plant, John making vases at another, the father shaping bathroom fixtures at a third.

"The art of pottery making seems to descend right on down the family through generation after generation, and so much so that if the potters ever tried to move away from where they are now, they'd have to ship the population along, too."

Housewives will probably be interested in the prediction of Mr. Webster that bat
ware will probably become c
goes on, due to the installa
manufacture.

In one plant he found
been put in operation wit
now able to do the work
easier.

Mr. Webster foun
the surrounding countr
he said, reaching for
to be seen.

"They have al
Manufacturer
personnel, plant
are looking forv
to establish the
easily and qui

The esta
Angeles will
liveries, and
costs.

NOW IS GOOD TIME TO BUILD

In order to encourage more people to build now, Pacific Ready-Cut Homes, Incorporated, located at 1334 South Hill street, are conducting a special summer building campaign.

"This is one of the most successful ideas we have ever conceived," said W. P. Butte, president of Pacific Ready-Cut Homes, Incorporated, in referring to his firm's special event.

"Although a good many different lines of business report that sales are not what they should be, we find that our sales can be kept up to normal and even pushed ahead of last summer by making unusually attractive offerings to prospective homebuilders.

"Not only is our general business good, but sales of completed ready-built homes in our Wilshire boulevard residential park are also very good. All of which seems to prove that you can get the business if you can show people how you can save them money and at the same time give them the maximum of value—in other words, the best kind of
small home that

Carloads of Paper Are Sent to China

Thirty-five carloads of box paper, representing the first shipment of a big order, left Los Angeles recently for Shanghai, according to word received by A. G. Arnoll, manager of the industrial department of the Chamber of Commerce, from Bruce Brown of the Southern board and paper division of the Paraffine Companies, Inc.

Los Angeles is rapidly coming into a place of prominence as a paper manufacturing center, according to Mr. Arnoll, and shipments such as this prove conclusively that Los Angeles industries are determined to develop foreign trade as well as the city's logical trade territory at home.

CON

CON
455

TUCCO
0 South Broadway TRinity 8231
FFITE
d Water Resisting
Your Plans and Save Money
ILLER & ALF
Riverside, W. Seventh St.
Phone Riverside 369.
El Centro, 183 N. 5th St.
Hollywood, 1710½ N. Vermont Av.
Phone 593-480.
LOS ANGELES, 868 Metropolitan
Thirteen Years of Service
HOMES OF
Fenner
Established 1911
A Spanish-Tudor
Type Home
by Fenner
[No. 926]
Riviera
Fenner offers an unusual ho
a home of true architectur
rect from the lumber prod
construction, and at the
economies.
Thousands of Fenner homes
include all sizes and prices,
few hundred dollars up to $
Spanish and Tudor types
there, is a design whose lines
prevailing types and in our
Ask for portfolio showing
lumber, cut to fit, all mate
windows, the work, paint,
You get a far better quality
lumber country. Everything
work, plumbing, wiri
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Passe... Ele...

THE elevator
building is o
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to the building its
the greatest item
the costliest part
equipment.

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When the size ar
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These latter factors a
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mechanical and electri
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tical experience as w
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The selection by the ar
owner of the make of eleva
installed should be base
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Not many years ago whe
building of any consequen
height was erected in Los
it was necessary to install e
which were manufactured
East.

Until recent years there w
factories in Los Angeles th
the equipment either from a
gineering or manufacturing po
view to build elevators; als
Eastern manufacturers had
wisely covered all of the detail
special features of their ele
equipment with patents.

With the rapid strides mad
the building industry of Los
geles, Llewellyn Iron Works sev
years ago decided to manufact
elevators in competition with
Eastern concerns and make this
home product. They employed t
best engineering talent availab
both mechanical and electrical, ar
designed the mechanism for bot
passenger and freight elevators.

Group of Spanish Bungalow Homes

A community of Spanish bungalow homes recently built by the Findlay Construction Company at 9009-9045 Fountain avenue, Hollywood, is said to be an outstanding Los Angeles success in the "Own-your-own-bungalow" idea.

Nestled in the hills close to transportation, surrounded by old pepper trees, beautified with terraced lawns and artistic shrubbery, these twenty-six individually-owned homes built in three acres afford a fine idea of owning your own home for the price of a lot.

The advantages of such an ideal community are many and varied, since it gives each owner all the privileges of apartment life without forever paying rents, and at the same time the joint management of the lawns and the mutual activities cut such costs to a minimum.

SU
L
"T
THAT'S WHERE I WANT TO LIVE
put your
shampoo.
Besid

Ad. No.
Title
Appeared in
Date
Space

Ad. No.
Title
Appeared in
Date
Space

Ad. No.

Title

Appeared in

Space 6/12

Sunday Times.

RS HAVE LOS ANGELES FACTORIES

Plants in One Industrial Subdivision

CITY ATTRACTS LARGER FIRMS

Trade Names Rank High in Production Circles

Most Additions Are Made During Present Year

Chamber Surveys Assist in Developing District

Los Angeles has fifty-one nationally known industries! These are exclusive of the world-renowned film companies

(Continued on Page 10, Column 2)

ANNOUNCING

The removal of our offices to Suite 616, National City Bank Building, 810 South Spring Street, Los Angeles.

You are cordially invited to call and inspect our new offices.

FOTHERINGHAM & ROOF
REALTORS — INSURANCE

J. B. Roof — John R. Boyd
J. H. Fotheringham — H. A. Herman

Telephone BRoadway 3448

A single construction organization—the Austin Company of California—has within a year built a dozen factories on this tract, all of which are in operation and pouring thousands of dollars every week into the channels of trade and of the life of Los Angeles. The lands

NINE SHOPS BUILT

property is now producing to support and develop the city.

Within ten months at prices ranging from 19 cents to 35 cents a square foot. And every square foot of these lands is now appraised at double and more than double the price at which it was bought within a year. That alone is subject for thought on what Los Angeles offers industry in the way of property investments. But that is insignificant compared to what this city invites in the way of payrolls.

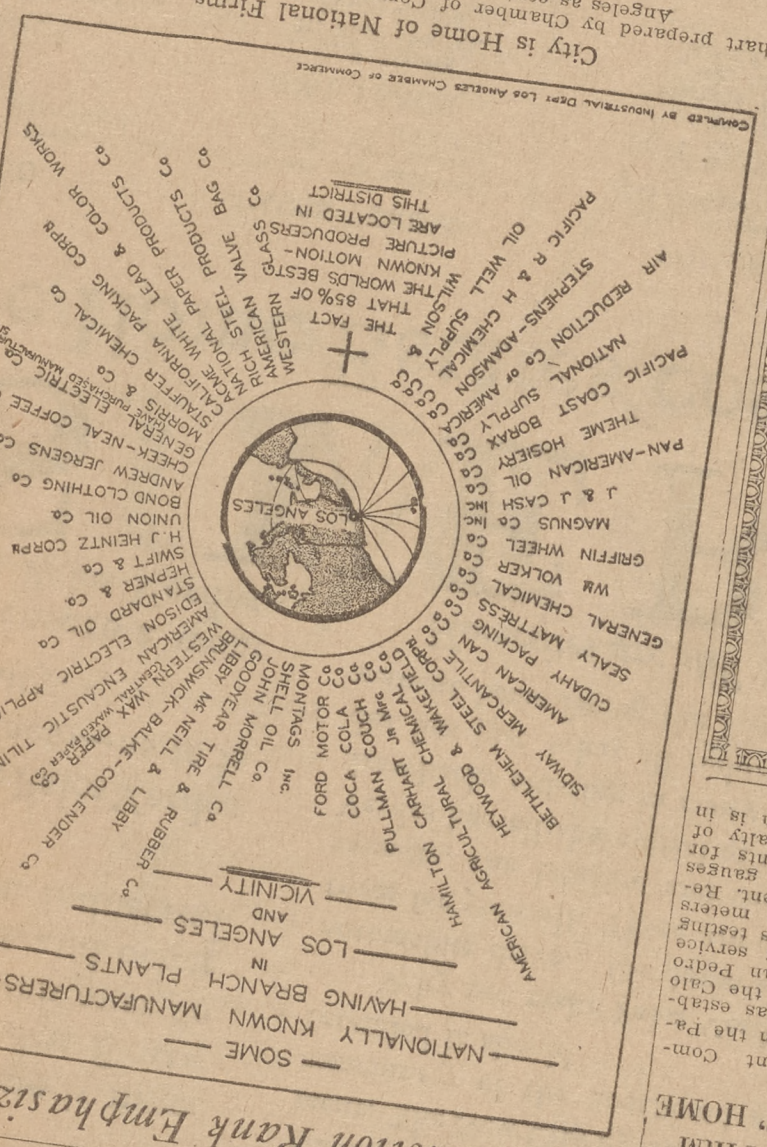
The entire tract was disposed of so every foot of the entire property, every factory has carload trackage, miles of railroad spur tracks serve been installed. Four and a half and four miles of water mains have of sewers, four miles of gas mains streets have been put in. Four miles pany. Five miles of concrete paved Goodyear Tire and Rubber Company's original holdings of the was virgin soil and comprised part In March, 1923, this entire tract ing 240 acres, and comprised South Park avenues,

Homes Selected

W. P. Butte, president of Pacific Ready-Cut Homes, Inc., with sales offices and exhibition grounds at 1330 South Hill street, has announced several new distributors for his company's product. Fogle & Hedum, 2251 One Hundred and Eighteenth street, Sawtelle, are to be the distributors in that territory for Pacific Ready-Cut homes. John Mennes, 113 West Commonwealth avenue, Fullerton, and A. F. Hansen, 507 Castro street, Hayward, Cal., also have been appointed distributors in their respective territories.

OIL INSTRUMENT FIRM GOES TO "CALO" HOME

The Jensen Instrument Company, formerly situated in the Pacific Finance Building, has established new quarters in the Calo Building at 443 South San Pedro street, where engineering service and calibrating of orifice meters will be conducted, such as testing pairs to all measurement. Repairs to all orifice meter gauges and the sale of instruments for the oil fields are the specialty of the company. M. O. Jensen is in charge.



City is Home of National Firms

Production Rank Emphasized

line of paper bags, has 20,000 square feet of floor space and employs about 50 persons. The firm is headed by Frank L. Taylor, president and general manager.

SECRETARIES RESIGN

H. B. Hayer, secretary of the West Hollywood Realty Board, and M. B. Curry, secretary of the Los Angeles Harbor Realty Board, have resigned, according to advices received by the California Real Estate Association. Mrs. Marion Binner has been named secretary of the West Hollywood Realty Board, while Mr. Curry's successor has not been named.

NEW BUSINESS BUILDING

VENTURA, JULY 18.—Ground was broken today for the most distinctive building and typically Spanish in design with an open patio which will lead back into the building.

The retail stores throughout the United States and are exchangeable by their customers for merchandise premiums. A display room for premiums is maintained in the Fifth-Street Store.

Ad.No.
Title
Date

Ad.No.
Come & anchor.
Title 27
Appeared in
Pacific Coast Yachting
Date
July—1924
Space

"come to anchor"—in Palos Verdes

A Homesite Overlooking the Yachtsman's Playground

PALOS VERDES, overlooking the Pacific—what a site for your home—the splendid terraces of Malaga Cove forming a natural grandstand whence can be viewed craft from the Seven Seas—yachts and liners and dogs o' war.

Wouldn't you like your home to be near the 'greatest sport in the world'?—the call of the Ocean—different each day—sparkling ripples—whitecaps—dawn—sunset—and anon, the pathway to the moon—all this will be yours at Palos Verdes.

A quick sea plunge—breakfast with the ocean at your feet—every meal a delight—what will this mean to you, sailor?

Select your homesite NOW—while prices are still lowest. Palos Verdes will mean an outdoor life for you and the family. Palos Verdes will secure for you the best that Nature has to offer. Palos Verdes is the New City, fully improved and protectively restricted.

The location is ideal—the living conditions are ideal—the improvements rank second to none in America—*Prices are low—lower than you think*—$2000 *to* $6000 *and up.*

The "Palos Verdes Trophy" is a reward of merit—a Palos Verdes Homesite is a guarantee of future happiness.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BUILDING, *EIGHTH* AND SPRING STREETS
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*

HUGE PLANT OF LATEST DESIGN

Mammoth Structure to Rise on Hostetter Tract

Union Pacific Rail Spurs Will Serve Factory

Large Warehouse Included in Novel Plans

The latest ideas in manufacturing plant design are to be incorporated at once in a factory on the Hostetter tract, according to R. O. Whyman, construction engineer and manager of this property.

This huge structure will be 1216 feet long and 330 feet wide, and will consist of two long buildings joined at one end by five-story warehouse of 242,000 feet floor space. The manufacturing plant proper covers 511,000 feet of floor space.

Two parallel spur tracks direct from the main line of the Union Pacific will be laid between the two manufacturing wings and continue on through the warehouse, and loading platforms the entire length, will serve each individual tenant.

LIGHTING GOOD

By this design lighting facilities are made particularly good. The reinforced concrete construction of this Class A building permits maximum floor loads for the heaviest kind of manufacturing.

Units of from 5000 to 100,000 square feet and over will be leased to tenants, and on this basis the lessors will acquire title to their unit at the end of twenty years with no additional payments.

ENCOURAGEMENT GIVEN

"We are building this plant to encourage new and young industries who do not wish to invest large sums at once in plants of their own," said Mr. Whyman, "but require the capital to get into production right at the start. Besides the railroad and loading facilities, the warehouse service is especially advantageous, for the individual tenants may store their surplus manufactured stock as well as raw materials here and thus keep their manufacturing unit clear for rapid production.

Factory architects are now collaborating with construction engineers in the final details of the building plans, and work will start at once. Some of the units will be ready November 1, the remainder by January 1.

CITY ATTRACTS LARGER FIRMS

(Continued from Ninth Page)

pany; Pan-American Oil Company; Pacific Coast Borax Company; Cheek-Neal Coffee Company; Bond Clothing Company and General Electric Company, all in 1924.

HOSIERY COMPANY

Theme Hosiery Company, Brunswick-Balke-Collender Company; Western Waxed Paper Company or Central Waxed Paper Company, and Air Reduction Company of America, in 1923.

Bethlehem Steel Corporation; Hamilton Carhart, Jr., Manufacturing Company and Shell Oil Company, 1922.

John Morrell Company; J. & J. Cash, Inc., and A. Jergens Company, in 1921.

Stephens-Adamson Company; William Volker Company; Sidway Mercantile Company; Libby, McNeil & Libby; Western Glass Company; Magnus Company, and Rich Steel Products Company, in 1920.

Pacific R. & H. Chemical Company; American Encaustic Tiling Company; Goodyear Tire and Rubber Company and Morris & Stauffer.

Co., in 1919.

H. J. Heinz Company, in Compton, in 1918.

American Can Company, 1916; General Chemical Company, 1914; Ford Motor Company, Standard Oil Company; Edison Company, in 1911; National Paper Products Company, 1910; Coca Cola Company, 1907; Acme White Lead and Color Works, 1905; Edison Electric Appliance Company, 1904; Swift & Co. and California Packing Corporation, 1900; American Agricultural Company, 1898; Cudahy Packing Company, 1893; Union Oil Company, 1890; Griffin Wheel Company, 1883; Heywood & Wakefield Company, 1880, and Oil Well Supply Company, 1860.

FUND IS RAISED

Many of the plants which came to Los Angeles during 1923 and 1924 were brought here through the efforts of the Chamber of Commerce, according to A. G. Arnoll, manager of the chamber's industrial department, which is conducting a "balanced prosperity" campaign in an effort to bring more factories to the city.

Under provisions of this campaign, a fund is being raised out of which experts in various lines of industry are employed to make complete, unbiased surveys of the city's resources with a view to determining just what types of industry can be supported here.

These surveys, in the making of which the experts have been given absolute free rein, and which are not distorted, are placed in the hands of the industrial leaders whom the chamber hopes to interest in the city's manufacturing possibilities.

FIRST READY-BUILT DUPLEX IS DESIGNED

STEP MARKS NEW ERA IN THE HISTORY OF COAST COMPANY

The first double or duplex house ever designed and erected by Pacific Ready-Cut Homes, Inc., is now under construction on one of the lots at the company's exhibition grounds, 1330 South Hill street. This structure, according to W. P. Butte, president of the home builders, marks a new era in the firm's history.

"The duplex house we are now building here on our exhibition grounds," Mr. Butte said, "is to be stucco, finished in lavender and salmon. This home is to be two complete houses in one, and each is to contain a good-sized living-room, a bedroom, kitchen and spacious breakfast nook. In the living-room there will be a large bed closet set off very attractively with doors of full-size French glass."

SAN FERNANDO INDUSTRY ALIVE

Workmen Rush Cannery at Pacoima Location

Plan Start Soon on Burbank Potash Factory

Ground Broken for Van Nuys Brick Works

[LOCAL CORRESPONDENCE]

SAN FERNANDO, July 19.—Industrial development of the valley is keeping abreast of other expansion as revealed by the new enterprises started during the current week. At Pacoima, builders are racing against time in an endeavor to erect the Brooklyn Heights Canning Company plant. The structure will be 74 by 113 feet, and is alongside the Southern Pacific tracks on the easterly side of San Fernando Road.

The new home of this institution is designed to accommodate the machinery now utilized in the plant of the same corporation on Boulder street, Los Angeles. The desire is to have the plant ready for operation by the time the tomato crop is rire. The building permit for the first unit of the new plant calls for the outlay of $10,000.

At the outskirts of Burbank work on the new soda and potash factory is to start soon.

Ground has been broken at Van Nuys for the establishment of the factory of the Owens Brick Company. The site of twenty acres is to represent an investment of $65,000 in land and equipment.

The Heinz interests this week started work in the new pickle plant, turning out the first dill pickles ever prepared for the market in the valley.

In the same vicinity the new ice-less refrigerator factory is soon to be in operation, the site having been selected and plans accepted for the building.

FACTORY SITES MEAN PAYROLLS

(Continued from Ninth Page)

and buildings of these dozen plants alone represent investment of approximately $1,500,000. They employ about 600 persons, with a pay roll of approximately $25,000 a week, or $1,300,000 a year. With their families these employees in this single group number not less than 2500 persons who derive their entire living from this one industrial subdivision and spend their $1,300,000 in Los Angeles for food, clothing, domicile, newspapers and entertainment that make up the happy home life of California's independent labor.

These factories are not sheds nor shanties. They are substantial and artistic buildings of steel, brick, terra cotta, glass and concrete. The employees have modern conveniences and comforts. The grounds are parked and planted to lawns and shrubbery. And as long as the city of Los Angeles stands this industrial subdivision will make millions of dollars of new money for new commodities manufactured, which will go to the upkeep of the residential subdivisions needing this production for their existence.

The factories above alluded to include two brick factories now under construction for future requirements; the Commercial Fixture Company, warehouse for Von's; Superior Honey Company, warehouse for the Austin Company; Black Planing Mill Company; Modern Warehouses, Inc.; Coast Oilfield Supply Company; L. A. Spring Bed Company; the C. L. Greeno Company and Pratt & Warner. Other industrial buildings besides these have been erected in this tract for: United Furniture Manufacturing Company; Bleeker Brothers Sheet Metals; Ganahl Lumber Company; Archer Blower and Pipe Company; Repath Manufacturing Company; King Brothers Smelting Company; Pacific Glass Company; A. F. Hartung; H. O. Tucker; George A. Williams; Kelly Machinery Company; Bishop-ric Manufacturing Company; Veal Reed Chair Company; Union many Products Company; Nor-Cornice Works; W. H. Cain Radiator Company; Tibbetts Westerfield Paint Company, and there are also several storage yards for contractors and a number of tenant industries. The latter nearly double the number of workers in the district.

So this single industrial subdivision, which sixteen months ago was barren land, at the present time is supporting the families of more than 1000 workers, who spend a total of $3,000,000 a year with "the butcher, the baker and candlestick maker" in other sections of Los Angeles and Southern California.

Speculative selling of lots or parcels in industrial subdivisions is not sought, in spite of the fact that in Los Angeles these lots have advanced at a greater rate than residential. The industrial subdivider is interested in making his lots produce pay rolls, hence he looks for and sells to actual factory builders. He knows that every pay roll increases the value of the entire tract, while it helps at the same time to increase values throughout the metropolitan district.

The difference between the continuous production of money for general circulation on the part of an industrial subdivision and the residential property which lives from the product of the industrial is what I have been trying to make clear. This simple instance will show how necessary to the future prosperity of Los Angeles is the continued expansion of manufacturing. And when it is stated that the industrial development of the past three years has failed by far to keep pace with the residential and population increase, those with money to invest will see the necessity for getting behind our industries with their money and also the necessity for backing up all the work of our civic and commercial bodies and organizations that are trying to bring new and build up existing industries in Los Angeles territory.

MANY PERMITS ISSUED

[LOCAL CORRESPONDENCE]

VAN NUYS, July 19.—July building figures are showing an increase. During the week a total of forty-seven permits was issued for the valley annexation district. These represented an outlay for improvement totaling $47,275. Of the whole number of permits issued, ten were for the Van Nuys zone and called for an expenditure of $10,550.

ROCK BUNKERS ARE OPENED

The new rock and gravel bunkers of the Los Angeles Rock and Gravel Company, located at El Monte, were opened with a grand barbecue last week. It is estimated that 3000 persons partook of the hospitality of H. W. Hawley, president of the Los Angeles Rock and Gravel Company, and enjoyed the splendid program which had been arranged.

The new bunkers are at the El Monte terminus of the private railway line which the rock and gravel company has constructed from their rock crushers at Baldwin Park, to a connection with the main line of the Southern Pacific Railroad at El Monte. The capacity of the new plant permits distribution of several hundred loads of sand and gravel daily, and the company owns and operates its own engines and rolling stock.

The program at the barbecue was in the charge of Frank M. Colville, secretary of the El Monte Chamber of Commerce. Among the speakers were Asa Keyes, Dis-

DISTRICTS REACHING OUT

(Continued from Ninth Page)

tween 2000 and 3000 acres are set out in apricots and peaches. W. A. Hackworth who has one of the largest poultry farms had a net profit of $2.16 a hen last year and will increase his flock by several thousand next year. There are silica mines at the south end of town.

The Nueva district, only about a mile distant from Perris, claims better fruit this year than for many years past. Los Angeles and Riverside residents originally bought up this section, called it the Nueva Land Company and sold it in tracts of from five to forty acres. These were put in on many of the ranches and used for irrigating.

OLIVE ACREAGE

There are 250 acres of olives in Bartlett pears and fifty-five in grapes. Besides these, crops of corn, potatoes, apricots and peaches are grown. The August Rohrbacker ranch is in this section and the Peter B. Kyne ranch is not far distant. The Santa Fe Railroad has built a spur into this country so that fruit can be carried in carload lots. The Nueva Road district is now spending $114,000 on a new road which will be eight miles long. This new road starts at the Perris and Riverside Boulevard and will eventually reach to Marino Boulevard.

Alfalfa has become the standard forage plant of the world, and is a success in the Perris Valley. Properly tended fields may be cut six times each year and will yield from eight to ten tons per acre and the average price of baled alfalfa has been more than $12 per ton.

The main business streets of Perris will be paved in the near future by the town and county of Riverside. Perris has a population of 1,500.

Block, housing four stores, was added to the town last year as well as a new garage and a number of small business concerns.

Perris has a union high school employing twelve teachers. There is a bank, library, Congregational, Christian Science, Catholic and Methodist churches here. Several fraternal organizations are here as well as a woman's club and a chamber of commerce.

THINGS YOU SEE

The office seeking the man.

A pretty girl fixing a tire.

A homely girl getting any help fixing the one on her car.

A married man having a good time while his wife is away.

A man, no matter what the make, who hasn't the best car in the world.

A clerk who doesn't know more than the boss.

A reformer who is more popular than smallpox.

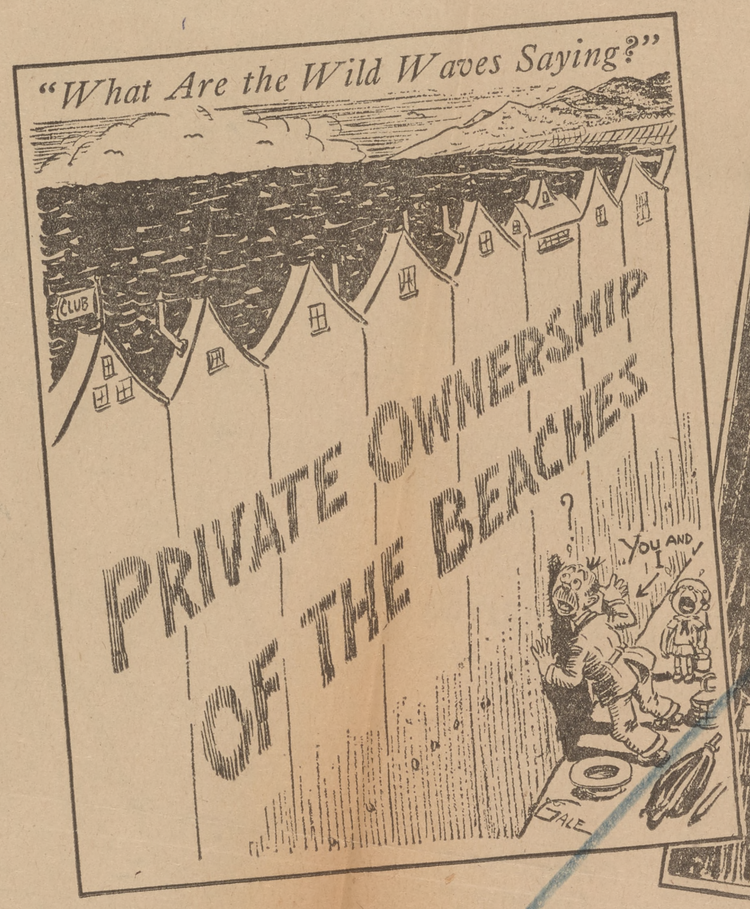
PRESIDENT BARBOUR ENJOYING VACATION

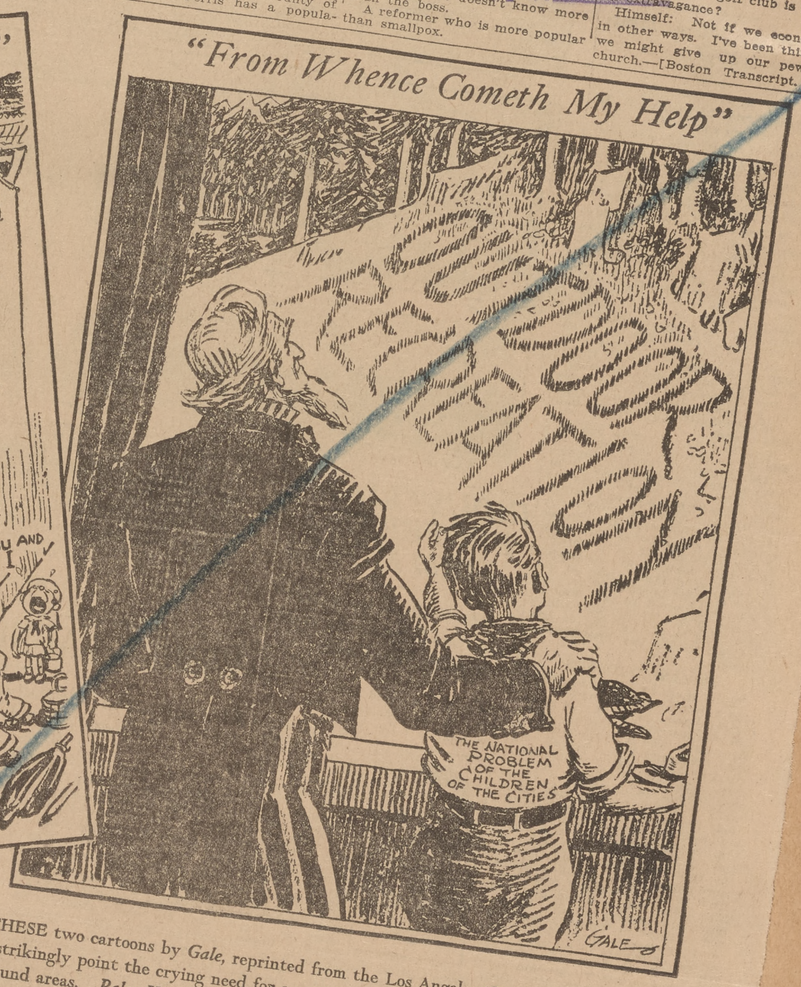
Following his attendance at the national convention of realty boards and at the Republican Convention in Cleveland, and then at the reunion of the Cornell alumni, President Barbour of the California Real Estate Association returned to his home thoroughly fatigued and on the advice of his physicians is taking a three-weeks' vacation.

Economy

His Wife: But don't you think that joining the golf club is rather an extravagance?

Himself: Not if we economize in other ways. I've been thinking we might give up our pew in church.—[Boston Transcript.





THESE two cartoons by *Gale*, reprinted from the Los Angeles "Times" of recent dates, strikingly point the crying need for a sane and proper reservation of Beach and Playground areas. *Palos Verdes has done this.*

This can NEVER be in PALOS VERDES

3½ miles of Shore Line and more than 450 acres of the New City are reserved in perpetuity, against either private ownership or business encroachment

IF some people had their way, the beautiful beaches—for which California is famous—would no longer be accessible. Palos Verdes in other hands might, too, have become a commercialized district, and its wonderful shore line forever forbidden to the public

Instead, the Palos Verdes coast line is practically the only long strip between Santa Monica and Balboa that is not given over to dwelling shacks, cheap amusements, and other forms of private or commercial or industrial ownership.

And the beauty of it is that the Palos Verdes coast line will always remain intact—as it is today—dedicated to the community.

Rigid Protective Restrictions ensure a wonderful time for all children in Palos Verdes.

Never can their free open 'play spaces' be taken away from them. A public park or a school playground will never be demolished to make way for a commercial building.

The 157-acre Golf Course in Palos Verdes will always be there for the recreation of the grown-ups. The decorative driveways and parkways will never be sacrificed, they are part of the pre-arranged program of development. The New City by the Sea will be the premier residential community of the Southland and it will remain as Nature intended it should.

Why not make Palos Verdes the objective of your next automobile drive. Go down and verify these exclusive features for yourself. There are over 20 miles of good roads and avenues, the location and the view are unsurpassed. Palos Verdes has all the appeal of the 'outdoors' with none of the drawbacks existing in many seaside communities. Palos Verdes has just what all right-thinking people want for a permanent home facing the Pacific.

Homesites are still $2000 and up.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.
8TH AND SPRING STS.
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee
Telephone VAndike 2181

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012W

Mail This Today
(COUPON)
PALOS VERDES ESTATES,
558 Lane Mortgage Bldg.
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.
Name .....
Address .....

Ad. No.

Title

Date

Ad. No. Come to anchor.

Title 27

Appeared in Pacific Coast Yachting

Date July-1924

Space

PACIFIC COAST YACHTING

"come to anchor"—in Palos Verdes

A Homesite Overlooking the Yachtsman's Playground

PALOS VERDES, overlooking the Pacific—what a site for your home—the splendid terraces of Malaga Cove forming a natural grandstand whence can be viewed craft from the Seven Seas—yachts and liners and dogs o' war.

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A quick sea plunge—breakfast with the ocean at your feet—every meal a delight—what will this mean to you, sailor?

Select your homesite NOW—while prices are still lowest. Palos Verdes will mean an outdoor life for you and the family. Palos Verdes will secure for you the best that Nature has to offer. Palos Verdes is the New City, fully improved and protectively restricted.

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GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BUILDING, *EIGHTH* AND SPRING STREETS
HENRY CLARKE, *Director of Sales* BANK OF AMERICA, *Trustee*

Ad. No.

Title

Appeared in Date

Space

LOS ANGELES FACTORIES

CITY ATTRACTS LARGER FIRMS

Trade Names Rank High in Production Circles

Most Additions Are Made During Present Year

Chamber Surveys Assist in Developing District

Los Angeles has fifty-one nationally known industries! These are exclusive of the world-renowned film companies

(Continued on Page 10, Column 2)

...ilds Nine Pal Subdivision

...MPANY'S WAREHOUSE

...ORY

...PRATT WARNERS W...

...RANT MOTORS)

...ny of California Structu...
...tories depicted above prov...

...THRIVES | H...

...d Bag and Paper ...ness Gain

...lant was visited during ...hotographer, is claimed ...family laundries in the ...rner of Slauson avenue ...ximately 150,000 square ...he company, which has ...d by L. F. Caswell.

...n Stamp ...ganization ...akes Lease

...rry & Hutchinson Com... ...ionally known green... ...cern, whose Los Angeles ...s formerly located at ...Spring street, has leased ...n of years from Glaser ...he one-story brick build... ...South San Pedro street. ...ill use for its offices and ... The leasing negotia... ...ll parties to the trans... ...e handled by J. W. Kin... ...e J. W. Lewis Company. ...y & Hutchinson Com... ...alizes in a service of ad... ...through green stamps, ...handled extensively by...

...Chart prel...

...Homes Selected

...W. P. Butte, president of Pa... ...cific Ready-Cut Homes, Inc., with ...sales offices and exhibition grounds ...at 1330 South Hill street, has announced several new distributors ...for his company's product. Fogle & Hedum, 2251 One Hundred and Eighteenth street, Sawtelle, are to be the distributors in that territory for Pacific Ready-Cut homes. John Mennes, 113 West Commonwealth avenue, Fullerton, and A. F. Hansen, 507 Castro street, Hayward, Cal., also have been appointed distributors in their respective vicinities.

...OIL INSTRUMENT FIRM ...GOES TO "CALO" HOME

The Jensen Instrument Company, formerly situated in the Pacific Finance Building, has established new quarters in the Calo Building at 443 South San Pedro street, where engineering service and calibrating of orifice meters for gas and oil measurement. Repairs to all orifice meter gauges and the sale of instruments for the oil fields are the specialty of the company. M. O. Jensen is in charge.

ANNOUNCING

The removal of our offices to Suite 616, National City Bank Building, 810 South Spring Street, Los Angeles.

You are cordially invited to call and inspect our new offices.

FOTHERINGHAM & ROOF

REALTORS — INSURANCE

J. B. Root — John R. Boyd

J. H. Fotheringham — H. A. Herman

Telephone Broadway 3448

NINE SHOPS BUILT

A single construction organization—the Austin Company of California—has within a year built a dozen factories on this tract, all of which are in operation and pouring into the channels of trade and of thousands of dollars every week dollars of property is now producing to support and develop the city.

In March, 1923, this entire tract was virgin soil and comprised part of the original holdings of the Goodyear Tire and Rubber Company. Five miles of concrete paved streets have been put in. Four miles of sewers, four miles of water mains and four miles of gas mains have been installed. Four and a half miles of railroad spur tracks serve every factory on the entire property, so every foot of the entire tract was disposed of at a profit to its owners.

The entire tract was disposed of within ten months at prices ranging from 19 cents to 35 cents a square foot. And every square foot of these lands is now appraised at double and more than double the price at which it was bought within a year. That alone is subject for thought on what Los Angeles offers industry in the way of property investments. But that is significant compared to what this property is now producing to support and develop the city.

A single construction organization—the Austin Company of California—has within a year built a dozen factories on this tract, all of which are in operation and pouring into the channels of trade and of thousands of dollars every week into the life of Los Angeles. The lands

Ad.No.
Title
Date

Ad.No.
Come & anchor.
Title 27
Appeared in
Pacific Coast Yachting
Date
July—1924
Space

"come to anchor"—in Palos Verdes

A Homesite Overlooking the Yachtsman's Playground

PALOS VERDES, overlooking the Pacific—what a site for your home—the splendid terraces of Malaga Cove forming a natural grandstand whence can be viewed craft from the Seven Seas—yachts and liners and dogs o' war.

Wouldn't you like your home to be near the 'greatest sport in the world'?—the call of the Ocean—different each day—sparkling ripples—whitecaps—dawn—sunset—and anon, the pathway to the moon—all this will be yours at Palos Verdes.

A quick sea plunge—breakfast with the ocean at your feet—every meal a delight—what will this mean to you, sailor?

Select your homesite NOW—while prices are still lowest. Palos Verdes will mean an outdoor life for you and the family. Palos Verdes will secure for you the best that Nature has to offer. Palos Verdes is the New City, fully improved and protectively restricted.

The location is ideal—the living conditions are ideal—the improvements rank second to none in America—*Prices are low—lower than you think*—$2000 *to* $6000 *and up.*

The "Palos Verdes Trophy" is a reward of merit—a Palos Verdes Homesite is a guarantee of future happiness.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BUILDING, *EIGHTH* AND SPRING STREETS
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*

Ad. No. _____

Title _____

ared in _____ Date _____

l view of the mills of Chamberlain Company, Inc., at 2550 E ast Ninth street, which is expandin

nbing Fixtures Important

ING fixtures are one of irst considerations of the pective home builder, ac- o H. H. Harder of the Sanitary Manufacturing which maintains an elab- wroom at 919 West Sev- et.

borne out by the fact that, t many cases, people visit oom to select their plumb- es after just having pur- eir lot and before plans home are drawn.

ations on fixtures selected d and these are embodied egular building specifica- the home. This protects r and insures his getting es he chose.

he building public realize not only the value but the necessity of installing high grade fixtures is very evident.

They realize as never before that plumbing fixtures are the most vital part of the home.

Installing poor or second grade fixtures may mean that an unsanitary condition will exist, thus jeopardizing the health of every one in the home.

"A point worth considering," says Mr. Harder, "is that one or two defective or cheap plumbing fixtures in a home will not only spoil the appearance of the entire building, but will reduce the resale value considerably.

"Then, too, the cost of replacing a bad fixture nearly always is far in excess of installing a good one in the first place."

Out of the heaps of material that go into the manufacture of roofing and flooring material comes jewelry!

This manufacturing surprise came to light yesterday when a visit to the Chamberlain Company, Inc., 2550 East Ninth street, who are expanding their storage and shipping facilities to meet requirements of their appointment as distributors of the Barrett Specification Roofing in Southern California, found a jeweler busily engaged in trimming abalone shells to get the scarfpin and ring "blisters."

The hundreds of tons of shells are ground up and used to add tone to roofing and flooring materials, but the jeweler is allowed to take out what he wants first.

Chamberlain, Inc., have been growing as rapidly as Los Angeles, from all indications. Starting here in 1905, in a rough, wooden building, they now occupy about 2½ acres, with trackage facilities, huge crush-

gazine Has ew House Plans

ged to nearly double its size, the August number of aft, the monthly magazine e builders, is out. A typical ia home, designed by a well local firm of architects, ap- n the front cover page in ors.

ique feature has been in- ted through reproduction of tractive illustration on an age, together with the floor o that it may be seen at a ow the interior of this home developed.

erous other house plans are howing the ideal small Cali- home as well as more pre- s homes of two stories. in cabin plans also lend interest to this number, is of unusual excellence.

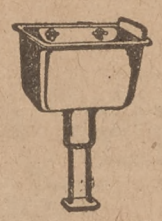
ers of eminence have con- d many articles of interest, ng a discussion of two domi- ypes of California architec- he bungalow or small home Colonial type and the Span- Italian stucco—by Mrs. Hen- Horton Kapp of Barker Bros. Angeles as an amusement receives attention to the ex- more than a page, in which usual illustration of the Hol- Bowl is presented, the lat- ving been reproduced from an ane photograph taken some go by The Examiner.

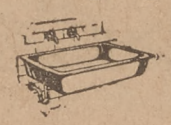
e gardening, with planting stions, opens a subject of than ordinary interest to the e home owner and is well ed by F. C. McNabb, who calls ion to the fact that August is onth of preparation for the arden.

HOFFITE
e and Water Resisting
in Your Plans and Save Money
MILLER & ALF
1040 South Broadway
ngeles TRinity 8531
STUCCO

Guaranteed Plu 6 fixtures — al

That is all the plumbing fix for the ordinary home—bath tu to 5 feet); low vitreous china toi wall lavatory; kitchen sink; lau combination heater and tank. T whole set complete rough plumbing for $12 equipped for h cold water.





Portable Showers, $8.00

A big shipment of the always popular portable showers, priced this season at the lowest figure we have ever quoted on these showers. They ordinarily sell for much more. The price includes shower head, ring, curtain and attachment for connecting with your bath faucet, all complete for $8.00.

California Tubs, $25 to $35

Pedestal Lavatorie $10 and $15

Prices that bring these lavato ries within the reach of all. Rea to apprec s they ar put the

Machine made of California Su "corners of strength" construction wire cloth applied under even ter long and well.

Manufacturers of the famous
Screens and Sc
21st and Alameda
Humbol

HIPO
COMP

IN SOUTHERN CALIFORNIA!
Santa Monica, 203 Santa Monica Blvd.
Phone 224-23
Anaheim, C. B. Berger Co.
Santa Ana, C. B. Berger Co.
Riverside, 118 W. 7th St.

to Western Home Builders

DISTINCTION

FENNER MFG. CO.
363 Metropolitan Theatre Bldg.,
6th and Hill Sts., Los Angeles, Cal.
Telephone Faber 2387

1911

w plan book "Fenner Homes of Distinction."

Let us show you Fenner homes under construction in Los Angeles.

In a single bill of materials your Fenner home includes all lumber, cut to fit and ready to erect, all nails, hardware, lath, shingles, doors and windows, tin work, paints, varnish and enamel, and woodwork. You get a far better quality of lumber, direct from the heart of the lumber country. Everything you need except brick and cement work, plumbing, wiring, and construction—and we arrange these for you if desired.

mands—the El Camino is a splendid example of the double bungalow type of home. Build it and you have two homes—one to live in, and one to rent!

ntractor

Apartments

mingo is the only member
k tribe that builds a nest
These birds, which live
flocks, sleep standing on

FIRST ANAHEIM SHOPS ASSURED

Shreveport (La.) Glass Works Moves Equipment

Factory Will be Operating by October 1

Skilled Workers Coming from Old Establishment

[EXCLUSIVE DISPATCH]

ANAHEIM, Aug. 2.—The first victory to occupy Anaheim's forty-acre industrial site will be in operation here by October 1, adding a pay roll of approximately $3000 weekly to the city.

This announcement was made today by the Anaheim Chamber of Commerce, which has been responsible for bringing this industry to the city. Novel glassware, lamp globes, automobile lenses and similar articles will be manufactured by the company, which has been known as the Shreveport Glass Company. The plant that has been operating in Shreveport, La., is being dismantled and all machinery and equipment will be shipped to Anaheim immediately.

Thomas McBride is president of the company, which is handling its entire finances in coming to Anaheim. The wisdom of the Chamber of Commerce in forming the Industrial Land Company is shown in this move, as the glass firm has purchased an acre of land on the industrial site with the possibility of later enlarging the ground.

Work on the first building will start immediately. It will be approximately 60 by 140 feet in size and fireproof. Arrangements are being made to bring fifty families to Anaheim at once, since all skilled labor is employed, making it necessary to bring all employees to the city. It was declared that twenty other families would be brought here at a later date, and that the pay roll, when the factory is operating to capacity, would reach $7000 a week.

PAINT PLANT OPERATING

Eleventh Industry Starts Machinery Wheels Going in Central Manufacturing District

Construction work on the new factory for Superior Paint Corporation has been completed, machinery has been installed and manufacturing of their paint products will go forward without delay. John E. Van Horn, who has had twenty-eight years' experience in the paint and varnish business in the East, has been elected president and general manager of this corporation and is in active charge of operations.

In addition to this new factory in the Central Manufacturing District, Superior Paint Corporation has leased a store at the intersection of Main street and Broadway Place, which is the first of a chain of stores they will open to market their products.

The opening of the new Superior Paint Corporation plant makes a total of eleven industries now in full operation in the Central Manufacturing District of Los Angeles and several other buildings are in process of construction.

Due to the installation of special induction motors, the power situation in the district remains at normal and all plants are continuing to operate to fullest capacity.

F. L. S. Harman, vice-president of the Central Manufacturing District, has recently returned from an extended eastern trip and reports conditions here in Los Angeles very gratifying as compared with many places in the East and Middle West.

BUILDING PERMITS GROW

[LOCAL CORRESPONDENCE]

HUNTINGTON PARK, Aug. 2.—Building valuations for the present year have reached the $1,500,000 mark here, the total at the office of Housing Inspector Edward R. Allen last week reaching $1,501,246.

August Special Offerings

Pabcolin now 69¢

BER

Prices

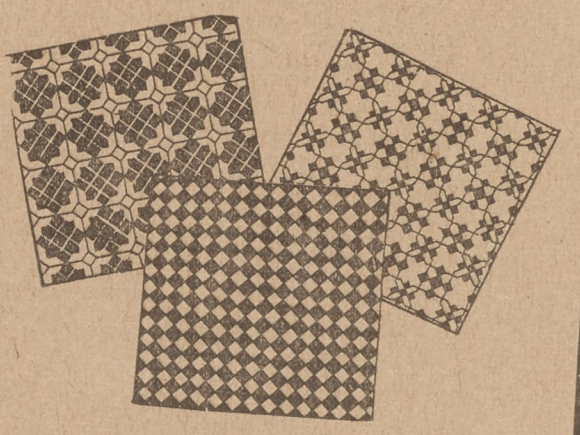
n supply you
d kiln-dried
ot beat any-
quate mill
uirements

wer grade
on hand
on Ave.,
avings.

Think of buying first quality Pabcolin at such an unusually low price! Remember, too, Pabcolin is proof against moisture and rotting, and can be laid on the floor without tacks. When you have cemented it down it is a much easier floor to care for than ordinarily tacked-on floor covering.

A big variety of patterns to choose from. One of the largest stocks in the Southwest. Be on hand early Monday and make the first selections. Be sure you measure your room.

Pabcolin Now 69c Per Sq. Yd.



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uy the most modern
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sh Wall Paper,
l.

Vall Papers, 28c
all Papers, 25c
, 22c Roll.
, 15c Roll.
12c Roll.

gle Rolls
olls to the

Imported Linoleum, $1.25 Sq. Yd.

And $1.25 is very considerably under the former selling price of this genuine, imported, granite pattern linoleum. Your choice of gray, blue, green and tan. These are perfect goods—they are not seconds, and the quality is the very best.

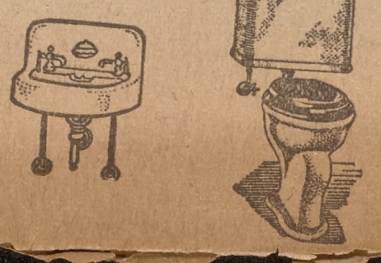
Window Shades for Your Home

Every home needs window shades—perhaps yours need new ones. Come in and get our prices. We have window shades from 25c apiece up. This is a complete department and can handle the entire installation of your shades.

ing Set, $125

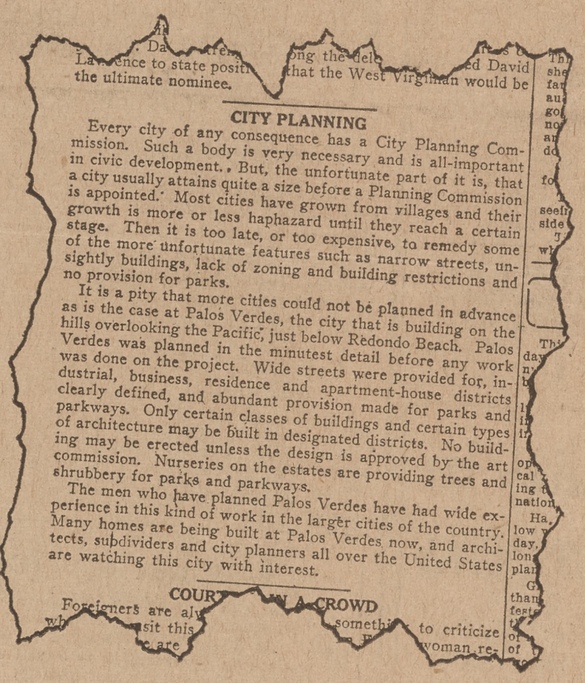
aranteed ware, equipped for hot and
gh plumbing, no extras to buy.

y, low toilet, kitchen sink, combination
ndry tray all for $125. And it's all the
ed for a small home.



tlements, little cities of small acre farms, with all modern improve- | pendent means of earning a good livelihood, and ultimate independ- | "Thousands of squabs can be sold every day of the week in Los Ange- | breeding industry have been at a loss to know just where to | basis. We have just completed a model squab farm in the new community at Reseda. | rect result I received fi and six personal calls. A concluded."

A City Planned in Advance



"It is a pity that more cities could not be *planned in advance* as is the case in PALOS VERDES"

Reprint of an editorial appearing in the Glendale Evening News of July 12, 1924. Another favorable comment from an outside source.

Geo. B. Ford, President of the National Conference on City Planning in a recent unsolicited letter on this same feature, said, *"Palos Verdes is an Object Lesson for the Whole Country."*

PALOS VERDES has probably the most perfect building and development program ever drawn up for any community.

A careful zoning plan definitely locates necessary areas for hotels, apartments and business districts, but, more than 90% of the entire City is restricted to single family residences. Rigid protective restrictions, officially recorded, guarantee the future surroundings of every home in Palos Verdes—from the modest 5-room bungalow to the stately mansion—all are protected against business encroachment or private enterprise.

Think what this means to you when you are ready to look for your permanent home. To be able to know beforehand that your future surroundings are guaranteed for all time, is a thing that hitherto has been impossible. In Palos Verdes you will know just what your environment will be—*here* a park and *there* a school, a playground *here* and the shopping district *there*—just as shown on the original plan from which you bought your Homesite.

Palos Verdes will never be a hodge-podge community, the natural beauty of the place which attracted you to buy will always remain.

In addition to 450 acres of recreation parks and playgrounds there will be an 18-hole Championship Golf Course (opening in September), a Club House and three Business Plazas. There is a Spanish Inn already open, where, on reservation, you may dine or tea. An Art Jury for the direction of all building operations, and many other exclusive features.

Telephone or write for booklet—
"Protective Restrictions of Palos Verdes"

Better still, drive down today. See this New City. See the activities—see the fine homes now building—choose the lot on which you will soon build *yours.*

Prices are still $2000 to $6000 and up

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.,
8TH AND SPRING STS.
HENRY CLARKE, *Director of Sales*
BANK OF AMERICA, *Trustee*
Telephone VAndike 2481

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

PALOS VERDES
Office near entrance
Malaga Cove District

POMONA
Tolton Company
285 N. Garey St.

TORRANCE
Gilbert, Hansen & Page
Phone 166

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012W

Mail This Today

(COUPON)
PALOS VERDES ESTATES,
559 Lane Mortgage Bldg.
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.
Name .....
Address .....

ROOFING TESTED FOR TEN YEARS

Avoid Periodical Painting With New Product

Special Surfacing Machines Used in Treatment

Results Revolutionize Way of Making Material

How thoroughly the modern industrial concern analyzes its products and their various improvements before releasing them to the commercial world is exemplified in the case of the Paraffin Companies, Inc., that tested in a practical way a surfacing improvement on its material for ten years before marketing it.

The Paraffin Companies, Inc., is the originator of asphalt-prepared roofing. When the company was organized forty years ago the second product it put on the market was a roofing paper treated with "P. and B" paint.

W.H.Lowe

"Prior to September 3, 1921, when the ten-year test ended, all roofing of this type required painting about every three years," said William H. Lowe, executive of the company. "Officials of the company were certain a better roofing was not being made, but were equally certain that the gamut of improvements on it had not been run.

IMPROVEMENT NEEDED

"So the company's chemists were called upon to solve the problem. Special surfacing machinery was installed in the Paraffine plants and the roofs were treated with this special surfacing. Test runs were instituted for a period of ten years. In three years it was discovered that the special treating roofing needed no paint. This was encouraging and the tests continued. Up to this time all roofing of this type needed revivification by means of paint.

GAIN OBSERVED

"In 1915—five years after the tests began—the roofing with the special surface gave tangible evidence that it was actually improving with age. Now the tests simmered down to a race with time. The following year passed and the seventh did likewise.

"Still the new type of roofing 'stood up.' In 1921 it has reached its tenth year without appreciable deterioration.

"The Paraffin Companies, Inc., then realized that its tests had succeeded. Its special surfacing was to be the factor in revolutionizing its established methods of making roofs."

LOCAL FIRM GETS ROOF MATERIALS

The Barrett Company to be Represented Here by Chamberlain Concern

C. F. Ward, Jr., of Salt Lake City, Utah, district sales supervisor of the Barrett Company, manufacturers of prepared roofing material, is in Los Angeles arranging for the distribution in Southern California of his firm's products through Chamberlain, Inc., one of the oldest wholesale concerns in this district dealing in foundry supplies, crushed rocks, roofing and floor materials.

Wholesaling of the Barrett Company products by the Chamberlain Company is a major step in the latter firm's expansion into the roofing material business. The Chamberlain Company's sales force [illegible] enlarged as the result [illegible] past [illegible] and [illegible] at considerable expense.

The Barrett Company, the main office of which is in Chicago, manufactures asphalt prepared roofing in rolls, asphalt shingles, cement and paint-treated roofing and paper.

Lee Chamberlain is president of Chamberlain Company, Inc., Roy S. Kellog is vice-president, and A. McAllister is secretary and treasurer.

Egg Cannery at Visalia Plan of Oakland Group

[EXCLUSIVE DISPATCH]

VISALIA, Aug. 2.—Visalia will have a new industry, an egg cannery, in the near future. This project will be started by F. T. Bernard & Co., who have just moved into their newly constructed building on Oak street. The building was recently completed at a cost of $5000, and will be equipped to feed about 10,000 fowl.

For the present the local company will use the new addition for poultry feeding, but will soon install a complete refrigeration plant.

The local factory will be operated as a feeder for the larger branch of the company in Oakland, and chickens will be fattened here for the markets in northern and southern cities.

FORM ASSOCIATION

Property owners, numbering about 300, in the Ivanhoe Hills district bordering Silver Lake, met last week and an organization known as the Ivanhoe Hills Improvement Association was formed for the betterment of the community, principally for the purpose of forming committees to take up with the city and other departments such questions as paving streets, establishing playgrounds and transportation.

Following are the officers: President, J. R. Richards; first vice-president, Jerome Storm; second vice-president, Harry Althouse; treasurer, Robert L. Casey; secretary, Jack P. Horning.

TERMINALS FOR FREIGHT URGED

Industries Declared Vital Need of Southland

Quick Service to Factories Asserted Paramount

Trackage System Solution is Problem Held Up

BY E. H. MILLER,
Industrial Realty Department of W. H. Daum & Staff

We can see and sense crowds.

Getting the money to take care of the crowds isn't quite so palpable nor so simple a matter.

This is said in connection with the acknowledged million now making up the population of Los Angeles; of the second million already being sensed; of the hundreds of thousands of residence lots that have been subdivided to take care of the first and second millions; of the hundreds of thousands of dwellings erected and still going up to provide domicile for the first and the second million; of the persistent push for a union passenger terminal to take care of the daily thousands of newcomers and tourists, and of the comparative submergence of the parallel fact that there must be work and money made right here to sustain the first and second million and their property holdings.

We have the crowds. The first and the second million are here or in sight. Our building industries have met them with open hands and have provided them with homes and our storekeepers have seen to it that they have lacked nothing in the way of food or clothing or furnishings. Thereby the building and the storekeeping industries have prospered and multiplied in keeping with the size of the crowds. They have taken in the spending money of the population.

PAY ROLLS ESSENTIAL

Providing the spending money is something else again. The crowds will have to live this year and next year and for all the years thereafter. Comparative few brought enough with them to last a lifetime. Industry—production—manufacturing—must furnish the pay rolls and the continuous supply of money. And it is a fact that industry is far behind its schedule as compared with population. Industry and production and manufacturing and their pay rolls have not come anywhere near their balanced proportion in putting the residents on continuing and permanent supporting basis. And the time is now here when this industrial shortage must be made up.

We've seen the crowds and we've talked union passenger terminals to take care of them. Under this surface we haven't seen the vital need of pay-roll industries as a community, and we've said almost nothing about freight terminals to distribute the industrial of new factories, expanding present factories, financing industries and other means of providing money to support a million or two million or many millions of population. And the cheap, speedy, untrammeled movement of freight into and out of our factories is one of the most important considerations in the development of industry.

FACILITIES NEEDED

It is most necessary and vital to the progress of Los Angeles that we provide immediate and ample freight-handling facilities for our industries present and prospective.

I am of the opinion that nothing is going to keep away the crowds. They have come; they are coming, and they will continue to come. But the same is not true of industries. Freight costs, freight speeds, freight distributions, in many cases, make all the difference between success and failure of a given plant. The plant with ideal freight inlet and outlet as to speed and cost, is superior to any other plant in the same line which is hampered by excessive costs and delays in the freight handling of its raw or its finished materials and com-

[illegible] and [illegible] manufacturers will agree, then, as the first step in any program or effort to speed up and production. The city is waking up to the industrial needs and talking promote industry in and around Los Angeles, the freight situation as to terminals and classification yards; as to switching and speed in delivery and getaway, and as to costs in the local handling and as to State, interstate and transcontinental rates in comparison with all competitive production centers, must be adjusted to meet the requirements of an industrial city of the first class.

SELECTION FIRST

Passenger routes and passenger terminals have a certain interest for the crowds that are not interested in the economic welfare of the community. They need attention and should be modernized. But instead of being first, with freight terminals and routes subservient to passenger, the attitude should be reversed. In an industrial center freight is of first importance. Therfore, we must first select and locate our freight yards, our freight arteries and switching facilities, to provide industry with the best and cheapest means of doing its transporting. After we have modernized our freight-handling and eliminated the freight tracks, which bisect the city at grade and multiply the traffic and transportation problems, then the passenger matter should be adjusted so there will be no interference and no handicapping between them.

Provide first for industry—the force that brings us money to support the people. There can be no fear that the people will be lacking to earn the money and to spend it in the upbuilding of the city. They will come where the money is, even faster than they come for climate, scenery and recreation. Therefore, let us supply the money—the pay rolls.

TREND OUTLINED

Two permanent and unchangeable courses have now become settled for Los Angeles. Residential districts west and north, industrial districts east and south, are firmly established. The hills and the beaches and the uncontaminated breezes for homes; the flat-bottom lands, easy grades, harbor outlet for industry and for railroad trackage. Nature has decided these two problems for us. Lots of thought has been given to making the most of the residence districts. Little has been thought about making the most of our industrial districts.

And the time is right, here and now, when, with industry taking first place, we must arrange to take care of it as well as to get it.

DELIVERY COMPANY LEASES STRUCTURE

The Williams Transfer and Parcel Delivery Company, which for the past five years has been located on East Third street, has just leased from J. H. Braly, the brick building located at 330-332 Winston street. Their hauling and warehousing have increased to such an extent that it became necessary for them to obtain larger quarters. Both parties to the transaction were represented by J. W. Kinsella of the J. W. Lewis Company.

CITY DECLARED WOOL CENTER

(Continued from Eighth Page)

here never lose valuable minutes "thawing out" in winter, or "cooling off" in summer.

POPULATION COMING

The average easterner is apt to believe that, because certain other Pacific Coast cities are located approximately halfway between the Canadian and Mexican borders, these cities have an advantage in distributing to the western States.

It should be remembered that goods are distributed on a basis of population rather than geography. The great influx of people into Southern California has more than offset the importance of the geographical position of the Northern California cities.

In the last twenty years, one-half of the people who have come to the Pacific Coast to live, have settled in Southern California; so that today we find approximately one-third of the population of the three Coast States living south of Fresno, with the majority of these in Los Angeles county.

Los Angeles and its immediate trade territory comprises the fastest growing section in the United States; Los Angeles has increased over 200 per cent since 1910; the rest of Southern California has grown phenomenally.

VISITORS BUY

It is estimated that approximately 1,000,000 tourists are constantly in the Pacific Coast States, and that about half of these make Los Angeles their "buying headquarters" during their stay on the Coast. Since this transient population undergoes a complete change, or turnover, at least twice a year, it is evident that Los Angeles merchants are selling to 1,000,000 additional people each year.

A recent survey has been made of the consumption of woolen and worsted goods in Southern California. Using the figures so obtained as a basis we conclude that the yearly consumption of wolens and worsteds in the eleven western states is approximately as follows:

Suitings: 4,000,000 yards, value $15,000,000.

This includes woolens and worsted cloth for men's and boys' suits, women's coats and suits, etc., but does not include garments.

Knitted Wear: 4,000,000 yards, value $10,000,000. This includes sweaters, bathing suits, jersey cloth, and all other kinds of knitted woolen or worsted cloth.

Miscellaneous Cloths: 6,000,000 yards, value $20,000,000.

Yarns: 3,000,000 pounds, value $5,000,000. Includes both wool and worsted yarns, used by knitting trade.

Hosiery: 300,000 dozen pairs, value $4,000,000. Mostly golf hose, but also includes wool socks and worsted stockings.

Blankets: 250,000 dozen pairs, value $25,000,000. Includes all-wool, and also wool and cotton mixed, blankets.

Carpets and rugs: $15,000,000.

In addition, there is an annual consumption in this market of approximately $20,000,000 worth of woolen and worsted dresses, cloaks and suits, and $150,000,000 worth of men's and boys' ready-made suits and overcoats. A large proportion of these garments are now being made in the East, and it seems logical that the establishment in Southern California of mills to manufacture woolen and worsted cloth will attract many more clothing factories to this section. With the wool here, the mills here, and the market here, there is no doubt that the garment makers will be quick to take advantage of this opportunity to operate here.

Until this occurs, the mills here can very easily compete on the New York market. Freight rates to New York are quite low, and are more than offset by the savings in operating costs made by the mills in Southern California.

The famous Premier mine in South Africa has produced no less than $115,000,000 worth of diamonds.

Realty Dealers Exempted From New Broker Tax

Real estate brokers will not be liable for the new $50 Federal tax on brokers, according to the interpretation of the law made by the authorities to the Los Angeles Realty Board, it was stated at the board offices yesterday.

As soon as publicity was given to this form of tax, the question arose in local real estate circles whether conducting a realty brokerage business came within the meaning of the Federal statute. Investigation brought the definite announcement that real estate brokers were not within the jurisdiction of the new law.

"It's mine—all mine"

You who perhaps have been paying rent ever since you started housekeeping, have you ever thought what it would feel like to be able to look at a little home like this, and say "it's mine."

Possibly you have been an 'ideal' tenant. You have as fine a collection of rent receipts as any man in America. Your landlords have liked you. But, what does this profit you?

Every man with any kind of a fixed income owes it to himself to have a *Home*. Not merely 'a place to live,' but a HOME.

Palos Verdes, because it is a New City, has more to offer than is possible in older and more [illegible] districts. It offers you a Homesite combining the advantages of Ocean, Mountain and [illegible] superb hillside location—within easy distance of the greatest metropolitan area on the Pacific Coast.

Here can be your ideal Home—built as you have dreamed—overlooking the blue Pacific. Every modern city convenience will be yours—more, in fact, for there are other attractions still. There will be a Golf Course—18-hole, championship length—this will be yours when you live there. There will be 3½ miles of seashore dedicated to *your* use. There will be bridle paths and hillside trails. For the children there will be acres and acres of school and playground sites. Decorative parks amounting to over 450 acres are being laid out for the use of Palos Verdes residents. The general improvement program, now well under way, will, by the end of this year, exceed Two and a Quarter Million Dollars. All these things are included in the price of your lot.

Isn't it about time you commenced to think of getting a Home of your own? Why not make a trip down to Palos Verdes TO-DAY? See what others are going to have. See the homes already built and building. Talk with some of those who have already taken this step. Find out how little it costs to live in Palos Verdes—then make up your mind and come down here and live with us.

BEST R[illegible]OAD

Drive to [illegible] Redondo. Follow Re[illegible]dondo Esplanade to [illegible]end—road [illegible] direct[illegible]y to Palos Verdes. Di[illegible]ect tickets via Pacific [illegible] Electric at all P.E. Rail[illegible]wayoffices. Private au[illegible]tomobiles leave the [illegible]Lane Mortgage Bldg[illegible], daily at 9:30 a. m. [illegible] Phone for a reservation[illegible].

The best Lot is the one that suits *you* best. It may be one of the least expensive. And remember—

Prices are still $2000 to $6000 and up.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.
8TH AND SPRING STS.
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee
Telephone VAndike 2[illegible]21

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

TORRANCE
Gilbert, Hansen & Page
Phone 166

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012-W

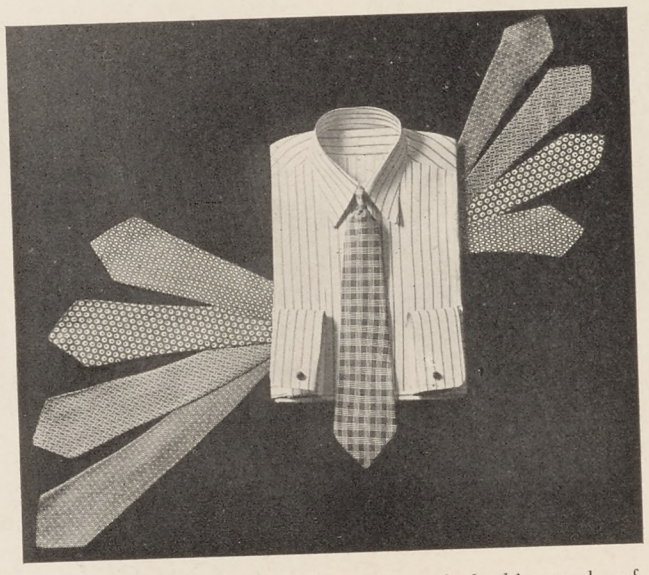
Mail This Today

(COUPON)
PALOS VERDES ESTATES,
558 Lane Mortgage Bldg.
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.
Name .....
Address .....

Styles for Men

CANES are again making a bid for popular favor and the styles are many and varied, with the "trick handle" stick quite in the lead. The smartest new styles in shirts are being shown with collar attached and popular sellers are those of the light-weight Oxford cloth in stripes as well as in plain colors. The fashionable shades of blue prevail, with white and colored stripings. There are also new shades of tan and even a limited number of green and heliotrope. The new stripes are particularly desirable to wear with the plain suitings and figured cravats.

Fancy hat bands are still in vogue and sports belts in silk are popular in all widths, these being especially desirable for wear with golf or sports clothing of any kind. Cuff links to match the hat bands are now to be had in the new sport cuff link found in the more exclusive shops in



New long-point, collar-attached, starched shirt made of madras in all the latest shades; also the new English foulard patterns in cravats, at Halbriter's, Los Angeles.

green gold inlaid with enamel of various colors. The shapes are distinctive-rectangular, with round or sharp corners—and the combinations make it easy to find a pair in your club colors.

The bow tie with pointed ends seems to be about the latest in neckwear and can be had in the exclusive silks, which give an exceptionally swagger appearance when worn with the tab collar. A tie which has given splendid satisfaction has been produced by one of our local manufacturers from a fabric manufactured by one of the largest silk mills in America. It has wearing qualities beyond the ordinary, being constructed of a material composed of a silk warp with a very fine grade of Australian wool woven into the fabric. The silk is woven in the plain and the designs are printed by the roller process, as by this method the patterns are unlimited and every known design in stripes, figures, polka-dots and the much desired heather mixtures is produced. This style of cravat was originally sold for $2.50 but by volume of production it is now available at a much lower figure.

To be in the swim, the fashionably dressed sportsman should possess a choice selection of knit coats, vests and slip-ons. These are to be had in such a variety of colors and designs that the most fastidious dresser should have

Latest in sports cuff links. These two shapes, shown by Brock & Company, Los Angeles, may be had in green gold inlaid with enamel in various colors.

no difficulty in making a choice. The imported garments are popular among those who dress correctly.

Golf hose—well, you can pay your money and take your choice, as the designs and colors are multitudinous, with the Scotch-fashioned light-weight mixtures seeming to lead.

And caps—have you seen those natty affairs made of English Shetland wool which come in a variety of patterns? They are all hand-made, too—fitting close to the back of the head and smaller in proportions than those of former seasons. Another nifty style is the eight-piece linen cap with plain or underneath green visor. These have a mesh front giving perfect circulation—altogether a very swagger piece of headgear when worn with linen knickers.

The new Grayco silk and wool cravats in various popular colorings of blues and tans. Wrinkle-proof. From the Grayco shops.

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commission each offered valuable contributions. These works and others were co-ordinated into a single plan by the city planning commission.

This composite plan was later approved by the Community Development Association. Before formally

BY F. M. CONNELY

Sales Manager, Hardwood Flooring Department, Woodhead Lumber Co.

WHEN the old London Bridge was removed, in 1827, the oak piles of the old foundations were found apparently as sound as when driven, over 600 years ago.

There still stands, also, on the river Severn, in England, the oaken piles which were driven by the Romans on their invasion of that country. These pilings are still resisting the dashing waves that have beat against them for centuries with such tremendous force.

But still antedating the driving of the piles at London Bridge and those by the Romans at the Severn, is an oaken ship seventy-five feet long, unearthed at Nydam, Schliswig, of early Scandanavian construction, which is believed to belong to the early iron age (about 500 years before Christ).

Oak was selected then, as it is today, for its sturdy resistance of the elements.

It was valued for its defiance of decay and ravages of time. Many great oaks are still living that have resisted the elements for centuries.

Of Historic Interest

There is a great historic interest centering about the Newland Oak at Gloustershire, England, which undoubtedly goes back to the time of the Saxon, 400 or 500 A. D.

Five feet above the ground, this grizzly veteran is 47½ feet in circumference. In poetry and prose for centuries it has been referred to as "The Great Oak."

Another such tree, measuring 38½ feet in circumference, is found at Wetherby, Yorkshire, and known as the Cowthorpe Oak. This tree was described by Evelyn over 200 years ago.

In earliest times, the veneration and love of man was so closely woven around the oak that it was considered a sacred tree.

So the old god Zeus, in times of drought, was supposed to bring rain by dipping an oaken bough into a sacred fountain. His prophets and priests slept on the bare ground about this holy oak tree of Dondona.

Thus, likewise, the ancient European thunder god was connected with the mystic powers of the mighty oak. Among the ancient Lithuanians and Letts, the Krieve-Krieveyeto, or judge or judges, exercised his religious powers beneath the sacred oak.

This veneration of the oak still exists among these people.

Among the Germanic races of North Europe the people held that gods were harbored among the br[illegible] the ancient religion of Britain and Gaul, centered largely about sacred oaks.

The mistletoe thus first came to have a religious significance, for the Druids considered that whatever grew upon the oak must be a gift from Heaven.

Mistletoe was cut only with a golden knife by white robed priests. There is still annual reference to this strange custom in our Christmas exercises of today and the lady who stands beneath the mistletoe may rightfully be kissed.

Ireland has its traditions about the oak.

Saint Bridget built her church beneath the oak and hence there is today the town of Kildare from the old Irish cilldara, meaning "church of oak."

Oak in Europe

Thus we find the oak tree was not only revered for its great strength and beauty, which caused it to be actually worshiped, but it played then, and is playing now, a role of manifold service and utility.

So permanent has been its service that we draw much knowledge of the modes of living of the premodern man from the preservation of oak woods, tables, temples, carvings, timbers, ships and agricultural implements.

Oak not only served as strong construction material, but in rough hewn form bore the weight of armored knights in the banquet halls, where victories in battle were celebrated.

Later, oak, refined in resign and laid in beautiful geometic patterns, reflected the jewelled slippers of the ladies and gentlemen at the court of the French Louis.

And Europe today with access to the forests of the world with all their variety of hardwoods, prefers the character, dignity and charm whch oak gives to furniture, floors and interior decoration.

Palaces, mansions, chateaux and churches are all grand exhibits of the matchless charm and beauty of oak, the wood of great utility and good taste.

America naturally clung to the use of oak because of this inherited good taste, our love of that which is permanent and the existence in America of some of the most extensive and finest oak forests in the world.

The Eastern United States furnished the first construction materials for the homes of the pioneer Americans and these forests, together with the newer Southern oak woods, are today leading as the construction material for American offices and homes.

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sizes, one at $3.
$4.50. Then we
for in size 1-6x2-6, $6.00.

Remember, there will be no more at this price when the lot is sold.

Fixture, $2.00

Our No. 25A. Two-light oval ceilings fixture with ball adapters. Primed without lights at $2.00.

Fixture, $3.75

Our No. 24. The price includes bowl and hanger but no lights. The bowl measures 10 inches wide at neck and 12 inches at widest point. The same fixture with 12x14-inch bowl, $4.50, and with 14x16-inch bowl at $5.25.

14 wire at 65c per hundred ft.; No. 12 at $1.00, and No. 10 at $1.50 per hundred ft.

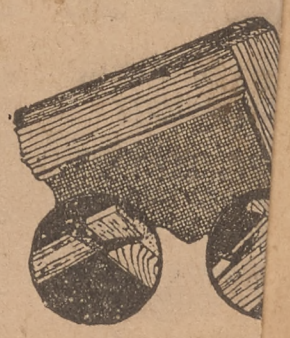
WHITN

General Offices and Retail Store: Phone VAn
Ninth at Maple, 401-423 E. 9th St.

HIPOLITO
COMPANY

Manufacturers of the famous Hipolito Stock Size Window Screens and Screen Doors
21st and Alameda Sts., Los Angeles
Phone HUmbolt 3695

Frames are California Sugar Pine with double galvanized wire cloth applied and held under even tension. The famous Hipolito "corners of strength" are a feature of their construction. Each screen must pass five inspections before receiving the Hipolito stamp of excellence.



Screens "hand-made on the job" rarely have the appearance or the quality of Hipolitos.

Do not let the tendency to regard window screens or doors as unimportant details lead you to accept an inferior article at a greater cost.

Save time—money—annoyance. Specify Hipolito Windows and Screen Doors for the new home.

Preliminary handmade screen.

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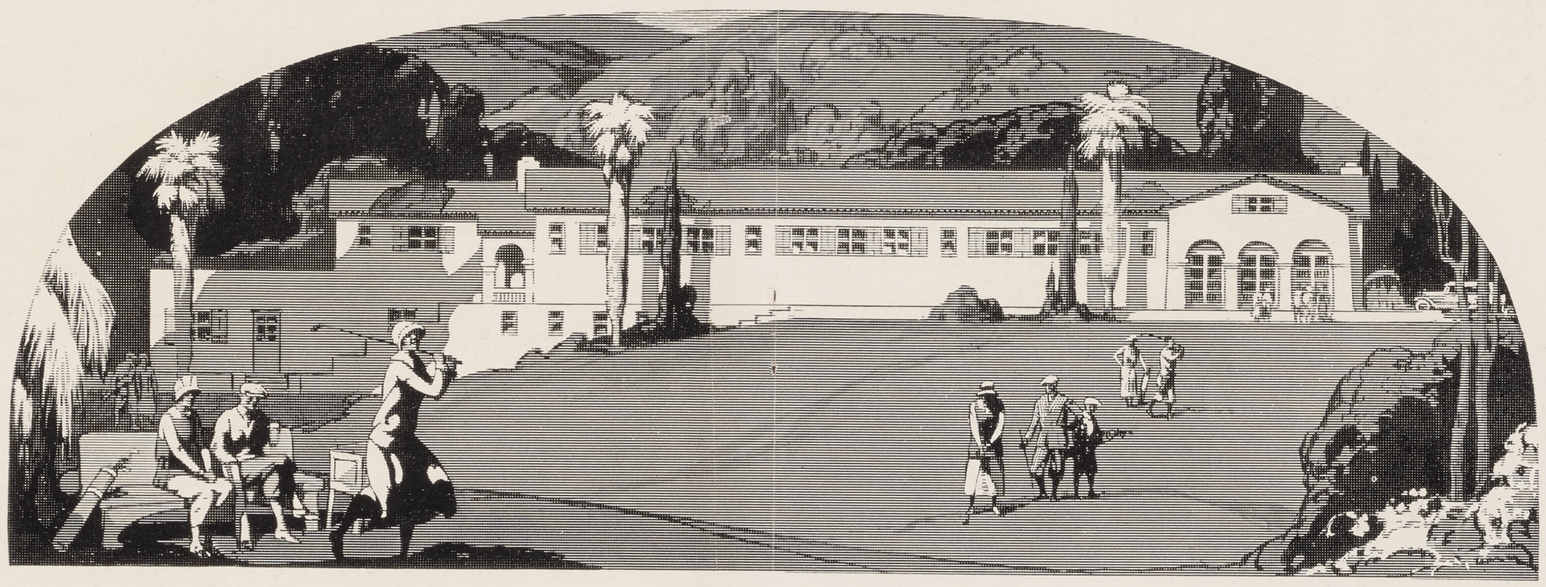

View from the Golf Club House

A magnificent sweep of ocean, valley and mountains. The elevation from this point is approximately 500 feet above sea level, the cool, refreshing breeze on the wide verandah will afford a delightful finale to many a well-fought game.

Palos Verdes Golf Course Opens Next Month

The only all-grass Seaside Links in the Los Angeles territory

THE NEW Palos Verdes Golf Course will be officially opened for play next month. Full championship length, 6200 yards, it will rank high among local links, both in the type of course and in the ideal location on which it is laid out.

Golf Architect William P. Bell, who laid out the course, says, "Palos Verdes will be a severe test for a scratch player, for its natural hazards and undulating terraces have eliminated the necessity of artificial bunkers. It is a natural course with a wonderful ocean view. Each hole is different and the ninth and the eighteenth will call for the best a golfer has."

The professional in charge and who commences his duties August 1, will be Mr. James Fisk, late of the Golf School on the Biltmore Roof, from whom detailed expert information can also be obtained.

Palos Verdes is free from fog and extremes of heat or cold, and it will be a year-'round course.

There is happily an ample water supply in the New City, both for domestic use as well as for irrigation of parks, lawns, gardens, and this is a feature that will go a long way toward popularizing the new Golf Club by the Sea.

Fourteen holes out of eighteen have a clear ocean view and it would be difficult to imagine more delightful surroundings for the "ancient game."

Homesites in close proximity to the golf club are still available at original prices. Why not drive down and see this new City by the Sea? There are over twenty miles of good roads. You may drive over the property and see what is destined to become the premier residential community of Southern California.

Homesites are priced as low as from $2000 to $6000 and up.

Your Home might face this Golf Club

A very limited number of Homesites overlooking the course at Palos Verdes are still available. These have frontages not less than 140 feet, and are very desirable sites, having uninterrupted views of ocean and mountains. Ask about them.

General Sales Office:
5th FLOOR
LANE MORTGAGE BLDG.
8th and Spring Streets
HENRY CLARKE
Director of Sales
BANK OF AMERICA
Trustee
Telephone VAndike 2481

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

MAIL THIS TODAY

PALOS VERDES ESTATES,
557 Lane Mortgage Bldg.,
Los Angeles.

Send me booklet and full information regarding Palos Verdes—the New City.

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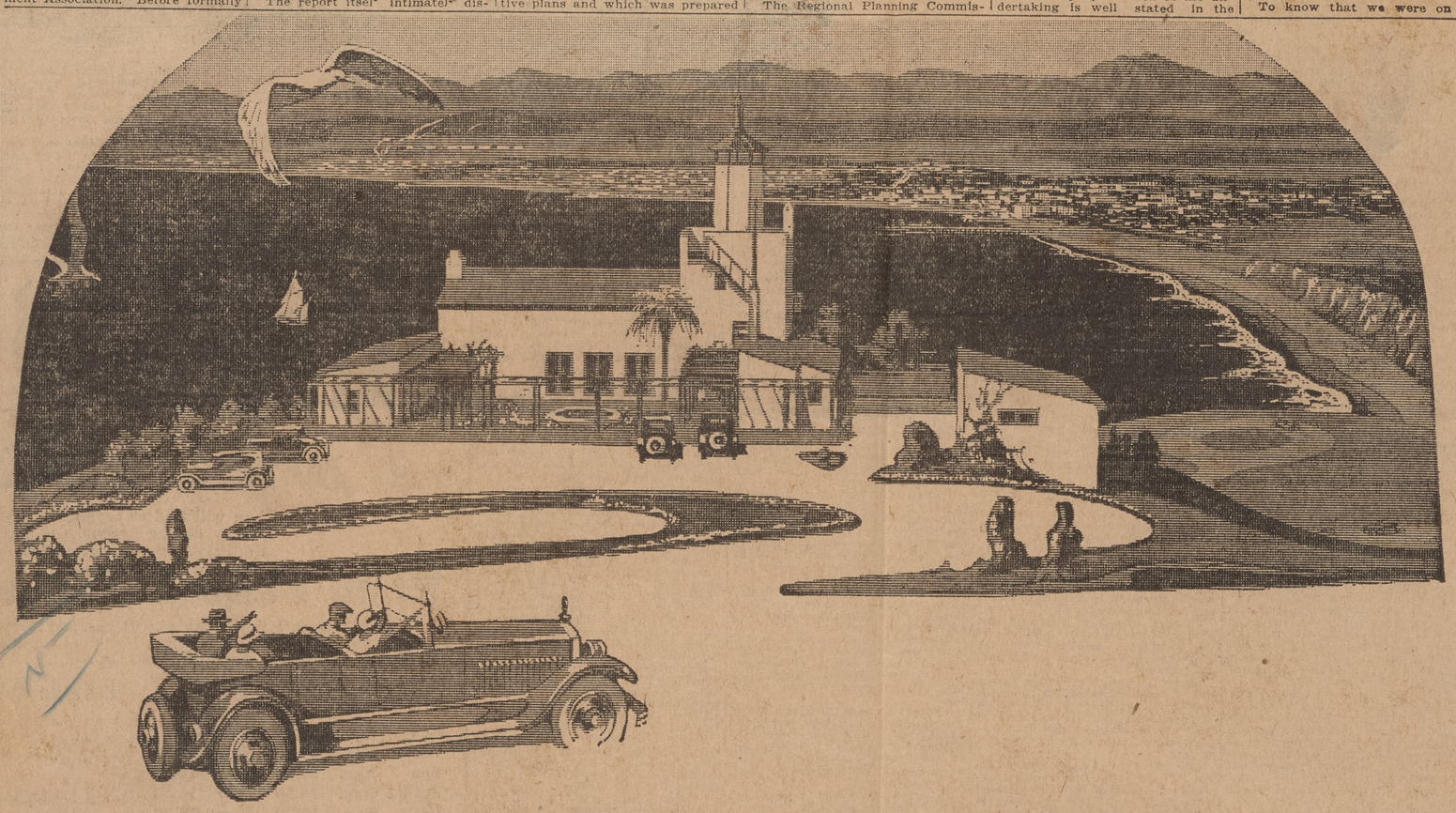

—an Ocean Drive you'll never forget!

The Palos Verdes Golf Course

The only all-grass ocean-side course between Santa Barbara and San Diego. Full championship length (6200 yds.) and with a superb ocean view from 12 holes out of the 18, these links will rank second to none in the Southland.

The opening will take place early in September, and will be the scene of at least two exhibition games. Full announcement later.

A homesite in Palos Verdes includes membership in the Golf Club as well as all other features of the Project.

N—a place that's entirely different from anything else in the vicinity of Los Angeles. From here you can see mountain and valley, shore line and canyon, hillside and sandy beach, all from the driver's seat. A place where the very Ocean itself is bluer—and where you can look out "over the world."

This wonderful spot is just a few miles out from town—Palos Verdes, the New City by the Sea.

Drive down there to-day, go to Redondo (via Western Avenue and Compton Boulevard or through Inglewood and Redondo Boulevard) turn left at the end of the Esplanade and follow the road leading direct through Palos Verdes.

You will find more than 20 miles of good roads and avenues, gently rising by easy grades to an elevation of 1000 feet above sea level, disclosing ocean views bounded only by the horizon. You will find also a Championship length Golf Course nearly completed, a Club House under way and three Business Plazas. You will see more than 450 acres of beautiful land set aside for Parks, Playgrounds, School sites and open spaces for public use. You will see a natural Water System capabale of yielding over Six Million gallons daily.

All around you will be evidences of the stupendous Improvement program, which by the end of this year will go over Two and a Quarter Million Dollars. You will learn about the Protective Restrictions—the Art Jury—the Bridle Paths—the Landscaping and many other exclusive features which are included in a Homesite in Palos Verdes.

Then when you have digested this feast of color and scenery, when you have taken in the wonderful panorama, remember that it can be yours if you wish. Roughly 60% of Palos Verdes Homesites command a clear ocean view.

It would cost thousands of dollars to buy the variety of interests which are included in the purchase price of a single Homesite in Palos Verdes.

Your friends may have told you of this New City, but until you actually see it for yourself—what it is to-day—what it amounts to—you can have no adequate conception of how near it comes to your ideal. Let Palos Verdes be your next drive.

Homesites are still selling at original prices—$2000 to $6000 and up.

La Venta Inn

Visitors can be accommodated in this charming Spanish Inn, located on Mount Malaga, Palos Verdes. It is, however, necessary in all cases to make reservations by telephone (call Redondo 490Y) Afternoon Tea in the cool patio is a delightful experience. Luncheons and Dinners are also served.

The large illustration is a black and white made from actual photograph of La Venta Inn.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

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Tolton Company
285 N. Garey St.

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A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012W

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PALOS VERDES ESTATES,
559 Lane Mortgage Bldg.
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.
Name .....
Address .....

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Mens Wear
633 So. Olive St.
Distributors of
Henry & Bishop's, Ltd.
Iron heads and clubs — also imported golf bags, the Ocobo ball.

"Chick" Fraser
Golf Professional
of the
Midwick
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using the famous
HUNTLY
PUTTER
The Putter with the Perfect
Grip shown exclusively at
Hallbritter's

You are invited to play on Halbriter's "Fairway," the most unique indoor 9 hole putting course in the west—and 3 of the finest driving nets.

TRULY AMERICA'S MOST DISTINCTIVE MEN'S SHOP

Dr. Carlos F. MacDonald of New York is a very unusual man and it was only fitting that he should choose an unusual way to celebrate his 75th birthday. He played exactly 75 holes of golf over the Mt. Washington course at Bretton Woods, New Hampshire, and it is said that he was as fresh as paint when he holed his final putt. The eminent medico is a grand living example of what golf does for the preservation of the human frame.

August 18 to 22 is the time set for the playing of the annual Coronado summer amateur championship over the course of the Coronado Country Club, situated approximately 17 miles from the Mexican border. The qualifying round of 18 holes will be played on the 18th and match play will then proceed at the rate of one round a day until the finals in all flights on the 22nd. Colin G. Ross, secretary of the club, is in charge of the event.

Illahee Club of Salem has been admitted to membership in the Oregon Golf Association.

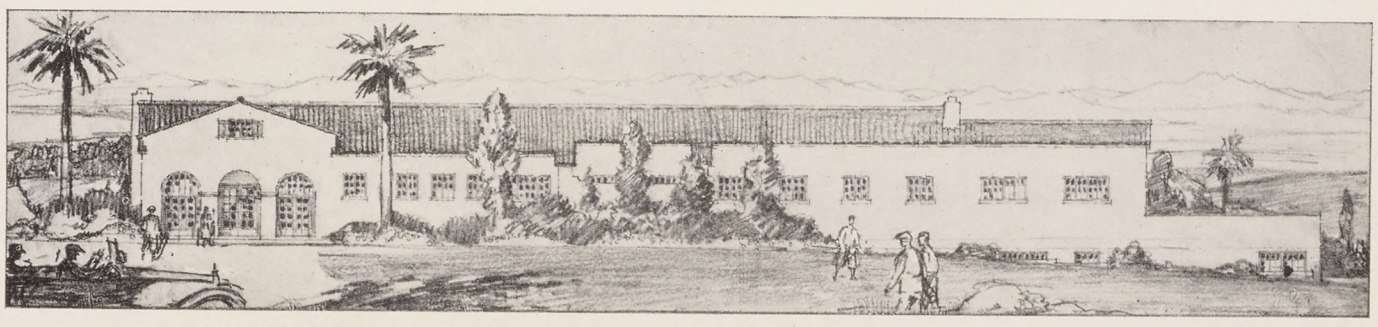
In line with practice prevailing throughout the greater part of the United States, Waverley Country Club, Portland, has decided to abolish women's tees.

John S. Napier has joined the hole-in-one club, having holed out his tee shot on the Punch Bowl, Portland, which is 217 yards. This is John's second entry in the hole-in-one club, as he previously qualified about ten years ago.

Dr. Sam C. Slocum holed out his tee shot on the 6th at Waverley, to be followed a few days later by Alma D. Katz, who joined the hole-in-one club on the same green.

There will be considerable disappointment in the Northwest if Dr. O. F. Willing is not given a place on the Walker cup team, especially since his remarkable victory over Willie Hunter at Vancouver, British Columbia, and also his winning of the Oregon championship.

Robert Olson won the caddie championship on the Eastmoreland municipal links. Steve Wright was runner-up.



ARTISTIC CLUBHOUSE PLANNED FOR THE PALOS VERDES COUNTRY CLUB, LOS ANGELES

Palos Verdes Golf Course

ANNOUNCEMENT that the new golf course at Palos Verdes, overlooking the ocean a short distance east of Redondo, will be ready for play next month, is being received with pleasure by the hundreds who have purchased those wonderful homesites in the famous Palos Verdes tract, as well as by scores of others who contemplate affiliating themselves with the new organization.

William P. Bell, architect in charge of designing and building this new addition to Pacific Coast golf, has so laid out the links that fourteen of the eighteen holes overlook the sea. The view is a marvelous one, for nowhere is there a prettier coast line than the curving shore extending along the front of the Palos Verdes estates and up to and past Hermosa Beach. From the site of the beautiful clubhouse, now being erected high up on the magnificent hills, one may look down the beach toward Long Beach in one direction and off toward Venice and Santa Monica in the other. To the north are the mountains, and in the immediate foreground are hills and valleys.

The Palos Verdes course is given a Scottish atmosphere by the presence of quantities of heather along the hillsides. The holes offer fascinating variety. No two of them are alike. The rolling nature of the land gave the golf architect wide latitude. He has created here one of the most distinctive and interesting spots for the golfer in all the West. There are several feature holes to test the skill of the enthusiast. No. 2 is one of them. The distance to the green is 205 yards. The bold player may drive across a canyon, into the wind, if he is ambitious to reach the green in one, a clear carry of 180 yards, made the more difficult by the stiff breeze from off the ocean. The short player is given an opportunity to go a longer way around, and get home in two, if he doesn't care to chance the canyon route.

No. 14, 330 yards, is another particularly good hole. The tee is above the green. Between the two there is a winding arroyo that offers plenty of trouble for the dubbed shot. A good down-hill drive, if properly placed, stands a chance of arriving within putting distance of the cup, but if it isn't properly placed the chance of a par is gone. Here, too, provision is made for the short player who is content to get home with a drive and a long pitch.

In all the holes, Mr. Bell kept in mind the interests of the high handicap man. If a chap wishes to take a chance with a long drive over trouble the reward is there, provided the shot is successfully executed, but always there is an interesting alternative for the one who wants to play safe. One good feature is that the down-hill shots are all against the prevailing wind, while the uphill shots are with the wind. This is a factor that wili meet with general approval.

Distances for the eighteen holes are as follows:

	Yards.	Par.		Yards.	Par.
No. 1	458	5	No. 10	270	4
No. 2	205	3	No. 11	435	4
No. 3	362	4	No. 12	305	4
No. 4	225	3	No. 13	412	4
No. 5	460	5	No. 14	330	4
No. 6	345	4	No. 15	145	3
No. 7	510	5	No. 16	425	4
No. 8	135	3	No. 17	320	4
No. 9	372	4	No. 18	400	4

Total yardage 6112.

Work on the clubhouse is making fine progress and it is expected that the building will be ready for occupancy by the time the course is opened for play. The structure, built along especially pleasing architectural lines, will be modern in every point, and all its equipment and furnishings will be selected from the latest the market affords.

Southern California Open

THE Southern California Open championship, played last month over the Los Angeles Country Club's north course, was won by Hutt Martin, with a score of 291 for the 72 holes of medal play. This is his fourth victory in these events, the first having been gained a number of years ago. Hutt always is among the leaders.

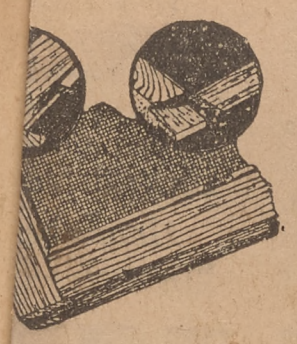
Abe Espinosa finished in second place in last month's event, one stroke behind Martin, and George Von Elm, amateur, who scored a 68 in one round—the best single round in the tournament—was third.

Dick Linares, Southern California professional champion, and Mel Smith tied for fourth place with scores of 295. Linares was a single stroke behind Martin and was tied with Von Elm at the end of 54 holes but he slipped in the afternoon with an indifferent 77. Mel Smith, on the other hand, staged Herculean finish, registering a 71 and 73 in the final two rounds. Both Linares and Smith played fine golf through the tournament, completely vindicating the support given them by their friends.

Tom Stevens was always in the running though a poor 77 ruined his chances of being among the first four. At

(Continued on Page 68)

...inary handmade screen.



Frames are California Sugar Pine with double galvanized wire cloth applied and held under even tension. The famous Hipolito "corners of strength" are a feature of their construction. Each screen must pass five inspections before receiving the Hipolito stamp of excellence.

...creens "hand-made on the job" rarely have the appearance or the quality of Hipolitos.

...not let the tendency to regard window screens or ...doors as unimportant details lead you to accept an ...r article at a greater cost.

...ve time—money—annoyance. Specify Hipolito Window ...s and Screen Doors for the new home.

HIPOLITO
COMPANY

...facturers of the famous Hipolito Stock Size Window Screens and Screen Doors

21st and Alameda Sts., Los Angeles
Phone HUmbolt 3695

14 wire at 65c per hundred ft.; No. 12 at $1.00, and No. 10 at $1.50 per hundred ft.

Remember, there will be no more at this price when the lot is sold.

Fixture, $2.00

Our No. 25A. Two-light oval ceiling fixture with ball adapters. Priced without lights at $2.00.

Fixture, $3.75

No. 244. The price includes bowl and hanger but no lights. The bowl measures 10 inches wide at neck and 12 inches at widest point. The same fixture with 12x14-inch bowl, $4.50, and with 14x16-inch bowl at $5.25.

Our Free Bus ... Your Se...ice

For the convenien... patrons we maintain ... service between de... stores, leaving each ... the hour and the h... Anywhere you see ... just hail it and ride ... stores free.

Medici... Cabinet... $3.50

They are finished i... enamel. May be had ... sizes, one at $3.50 and ... $4.50. Then we have oth... icine cabinets with pla... ror in size 1-6x2-0 at $5... 1-6x2-6, $6.00.

WHITING

General Offices and Retail Store: Phone VAndike 1101 Yar...
Ninth at Maple, 401-423 E. 9th St. Verno...

Of Historic Interest

There is a great historic interest centering about the Newland Oak at Gloustershire, England, which undoubtedly goes back to the time of the Saxon, 400 or 500 A. D.

Five feet above the ground, this grizzly veteran is 41½ feet in circumference. In poetry and prose for centuries it has been referred to as "The Great Oak."

Another such tree, measuring 38½ feet in circumference, is found at Wetherby, Yorkshire, and known as the Cowthorpe Oak. This tree was described by Evelyn over 200 years ago.

In earliest times, the veneration and love of man was so closely woven around the oak that it was considered a sacred tree.

So the old god Zeus, in times of drought, was supposed to bring rain by dipping an oaken bough into a sacred fountain. His priests slept on the bare ground about this holy oak tree of Dondona.

Thus, likewise, the ancient European thunder god was connected with the mystic powers of the mighty oak. Among the ancient Lithuanians and Letts, the Krieveyeto, or judge or judges, exercised his religious powers beneath the sacred oak.

This veneration of the oak still exists among these people.

Among the Germanic races of North Europe the people held that gods were harbored among the br... ancient ... the oak ... river Severn, in England, the oaken piles which were driven by the Romans on their invasion of that country. These pilings are still resisting the dashing waves that have beat against them for centuries with such tremendous force.

But still antedating the driving of the piles at London Bridge and those by the Romans at the Severn, is an oaken ship seventy-five feet long, unearthed at Nydam, Schleswig, of early Scandanavian construction, which is believed to be 600 years before Christ).

Oak was selected then, as it is today, for its sturdy resistance of the elements.

It was valued for its defiance of decay and ravages of time. Many great oaks are still living that have resisted the elements for centuries.

Oak in Europe

Thus we find the oak tree was not only revered for its great strength and beauty, which caused it to be actually worshiped, but it played then, and is playing now, a role of manifold service and utility. So permanent has been its service of the that we draw much knowledge of the modes of living of the pre-modern man from the preservation of oak woods, tables, temples, carvings, timbers, ships and agricultural implements.

Oak not only served as strong construction material, but in rough hewn form bore the weight of armored knights in the banquet halls, where victories in battle were celebrated.

Later, oak, refined in design and laid in beautiful geometric patterns, reflected the jewelled slippers of the ladies and Gentlemen at the court of the French Louis.

And Europe today with access to the forests of the world with all their variety of hardwoods, prefers the character, dignity and charm which oak gives to furniture, floors and interior decoration.

Palaces, mansions, chateaux and churches are all grand exhibits of the matchless charm and beauty of oak, the wood of great utility and good taste.

America naturally clung to the use of oak because of this inherited good taste, our love of that which is permanent and the existence in America of some of the most extensive and finest oak forests in the world.

The Eastern United States furnished the first construction materials for the homes of the pioneer Americans and these forests, together with the newer Southern oak woods, are today leading as the construction material for American homes.

Among these people the oak still exists as the sacred tree of the Druids, the mistletoe was cut only with a golden knife by white robed priests. There is still annual reference to this strange custom in our Christmas exercises of today and the lady who stands beneath the mistletoe may rightfully be kissed.

Ireland has its traditions about the oak.

Saint Bridget built her church beneath the oak and hence there is today the town of Kildare from the old Irish cilldara, meaning "church of oak."

Ad. No. 7

Appeared in Title Date

Space 6 x 18

BY F. M. CONNELY
Sales Manager, Hardwood Flooring Department, Woodhead Lumber Co.

WHEN the old London Bridge was removed, in 1827, the oak piles of the old foundations were found apparently as sound as when driven, over 600 years ago.

There still stands, also, on the river Severn, in England, the oaken piles which were driven by the Romans on their invasion of that country. These pilings are still resisting the dashing waves that have beat against them for centuries with such tremendous force.

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BY F. M. CONNELY
Sales Manager, Hardwood Flooring Department, Woodhead Lumber Co.

FAIR PRICE FOR LAND IS URGED

Inducements for Factories Held Necessary

Industrial Site Merchants Asked to Co-operate

Few Suitable Locations Are Available, Expert Says

BY ROBERT MASON,
Chairman Industrial Property Appraisal Committee Los Angeles Realty Board

The industrial progress of Los Angeles depends, in no small measure, upon keeping prices for industrial property well within the reach of manufacturers.

There is absolutely a limit to what every manufacturer can afford to pay and it behooves every real estate man and industrial property owner to make suitable industrial sites attractive to the local manufacturers who have outgrown their present quarters, and tempting to the large number of manufarers anxious to locate in this city.

Robert Mason

By industrial property located on trackage, and land is meant that is zoned for manufacturing, bounded by good roads and served by public utilities, including power, gas, telephone and water. It must be remembered that there is in Los Angeles a limited amount of good industrial property and unless these parcels are offered at reasonable prices to manufacturers, it is fair to assume that other progressive cities will secure many of the desirable factories that should logically locate in Los Angeles.

PAY ROLLS NEEDED

It is most important that this city increased its pay rolls ,for sound prosperity follows industry, and to supplement the good work of the industrial department of the Los Angeles Chamber of Commerce, there is today a big opportunity for all real estate men to co-operate and stabilize prices for factory sites and prevent wild speculation on one of our most valued assets—good industrial real estate.

For example, on the harbor side of Los Angeles, where her most desirable industrial property is located, a study of the situation shows a very limited acreage of good industrial property for sale. The mightiest factor in the future greatness of Los Angeles is the tie-up between her harbor and her industrial expansion. Should prices in this section be permitted to advance beyond reason this wonderful development would naturally be threatened.

SPECULATION DEPLORED

As a good illustration of the best possible method to prevent undue speculation and price profiteering a group of investors recently acquired 100 acres of property located on the Harbor Truck Boulevard and served by the Southern Pacific Railroad and has agreed to maintain for a fixed period certain prices. In commenting on this procedure the industrial department of this railroad has stated:

"By agreeing to sell this industrial property in small lots for moderate prices and with a maximum price fixed for a period of six months or more, we believe that something has been accomplished that will appeal strongly to the legitimate manufacturer. As your company has been the first to adopt this policy, we believe that this will materially stabilize prices of other industrial subdividers and in this way will go a long way toward the development of industrial property in the vicinity of Los Angeles."

This policy will help the manufacturer in his study and appraisal of possible sites and should go a long way to stabilize the industrial real estate situation.

Los Angeles today has the lowest-priced industrial property in any of the large cities, considering its advantages, and therefore it is important that these conservative values be maintained.

VALLEY EXPOSITION AIDED

Proposed San Fernando Community Industrial Exhibition Supported Heartily

[LOCAL CORRESPONDENCE]

BURBANK, Aug. 16.—Every manufacturing enterprise having its plant located in San Fernando Valley is showing great interest in the San Fernando Valley Industrial Exposition, which will be given at Burbank September 9 to 13 under the auspices of the Chamber of Commerce.

This educational festival has the indorsement of every Burbank civic organization as well as the active support of every commercial body in the valley. This means that all of the manufacturing plants are pledged to make exhibits of their output.

The purpose of the exhibition is to firmly establish San Fernando Valley-made products in the minds of the purchasing public. Both the Southern Pacific and the Pacific Electric are co-operating to make a success of the affair.

EXPERTS ADVISE HOME BUILDERS

Board of Ten Analyzes Plan of Construction of Every Dwelling

Because Los Angeles has come to be America's most beautiful residential city, boasting more attractive, modestly priced dwellings than any other metropolis in the country, Pacific Ready-Cut Homes, Inc.—in their endeavor to keep the standard of houses the very best—have inaugurated an advisory council of ten home-building experts.

The function of this council is to thoroughly scrutinize the design, arrangement, exterior and interior color symphony of each Pacific Ready-Cut Home in order that every house will be a desirable adjunct to the neighborhood it is to grace.

"This council of ten experts," said W. P. Butte, president of the firm, "represents what I firmly believe to be one of the best informed and capable groups of home designers to be found anywhere in the United States. Each man is a seasoned expert, a schooled specialist and, as such, contributes his knowledge and advice."

LONG BEACH PLAY HOUSE IS STARTED

West Coast Theaters, Inc. to Erect Fine Structure in Near-by City

Long Beach has been awarded the latest addition in the rapidly growing chain of theaters operated in California by the West Coast Theaters, Inc.

Announcement of the start of fabrication of 600 tons of structural steel to be placed in the new theater was made last week by officials of the Baker Iron Works which firm was awarded the contract for furnishing all steel work in the building.

The new theater according to officials of the Wurster Construction Company of Los Angeles in charge of construction work, to be located on the corner of Ocean avenue and Almo Court, will be of Class A construction and will cost $400,000. The building will have dimensions of 100 by 190 feet and will face on Ocean avenue. The architects, Meyer & Holler, have made provisions for four store-rooms on the ground floor and a limited number of offices on the second floor. The remainder of the building will be devoted to theater purposes.

The exterior of the new theater will be finished in art stone and stucco. The interior when completed, it is said, will represent the last word in interior theater decoration. The theater proper will be 85 by 90 feet and will have a seating capacity of 2300 persons. Features of construction which will be of the latest design are the heating and ventilating systems.

Excavation work was started July 7, last. It was announced by the Wurster Construction Company, and the first delivery of steel [illegible]

Price Increase of Fontana Vineyards to Be Announced

The last 500 acres of more than 5000 in Irrigated Vineyards were put on the market at Fontana on July 1 at $500 an acre, and much of this offering already has been sold in 5, 10 and 20-acre units.

The biggest crowd of the summer was at Fontana last Sunday buying these vineyards —planted, irrigated and highly developed.

But the ever-increasing value of this land, with its good roads, beautiful shade trees, its development over 18 years with millions of dollars, makes it impossible for the present price of the land to continue.

Announcement will be made about September 1 of an increase in the price of this land, to be effective at an early date.

And the increase is justified—because the Fontana Farms Company maintains 17 camps with more than 500 men, and spends thousands of dollars every month in intensive cultivation and constant development—adding greater value to this land.

You will understand when you see Fontana yourself. For [illegible] best land bargain in the Southland—

Wrought Iron Fixtures almost Half

Ad. No.
What Does Your Rec. Cov.
Title
Appeared in Examiner Date 9/22/29
Space 6/8

By William L. Skidmore

THE Moors combined the church and state, and considered it their duty to vindicate their belief with the sword. They defended their architectural forms in a similar manner.

It is said that an architect who undertook to introduce the naturalistic forms of the Christians into a Moorish mosque was put to death for the sacrilege and disgrace he had brought upon them.

Such a devout trust in their geometric forms led them to produce unexcelled beauty of color and geometric ornament.

The invasion, rising power and influence of the Moors from Africa, bringing the Mohammedan religion into the heart of the kingdom of Spain (a Christian nation taking part in the Crusades), constituted the great problem of state confronting King Ferdinand and Queen Isabella, when Columbus applied for a commission to sail to the East Indies under the Spanish flag.

The bitter conflict between the Christians and Mohammedans had continued for a period of 700 years, and out of this conflict came the exquisite Moorish style, a complete contrast to the beautiful Gothic of the Christians.

IN WARM CLIMATE

The Moorish style was developed in the southwestern part of Europe under the same climatic conditions as our own Southwest. It was an expression of the same warm emotional life that we enjoy.

It satisfied their impulsive souls without a mockery of the beautiful, sacred, plant, animal and human forms that God made.

"Allah is God and Mohammed is is prophet" was carved into the reticulate geometrical patterns decorating the interior of their sacred buildings.

It was an honor to be sufficiently skilled to be called to work on one of these sacred buildings without compensation.

We are all familiar with the beautiful buildings they built—the Alhambra, the Great Mosque of Kairouan, the Mosque of Cordova, Mosque of Saragoza, and the Mosque of Sidi-Du-Medina, the Mosque of Kait-bey at Cairo and the wonderful monument to womanhood, the Ta Mahal at Agra, and Hagia Sophia, and the Giralda at Seville, all of which carry unto us a message of their character and emotions which are basic to our own.

The Mohammedans subdivided their nation into kalifs, which were directly responsible to the head church at Mecca.

Consequently the architecture in the Mediterranian countries was varied and influenced by their native styles, and each kalif has its distinctive characteristics.

Moorish architecture represents one of these kalifs.

USE OF COLORS

Their ... referred to as an excellent source of inspiration.

It would be inconsistent to suggest that we carry into our modern buildings the Mirab, (a niche in the wall turned toward Mecca, for prayer at sunset,) but a semblance of one may be used with a mirror back with shelf below as a point of interest to be decorated with vase and flowers or statue.

The great interior courts of the Moors may be cut up and transformed into the modern living, dining, sleeping and service sections as is customary to modern practice.

The beautiful ornamentation may be represented in concrete or stucco, and decorated to produce tasteful individuality.

An interesting local example of Moorish application may be seen in the W. J. Harrison residence, now under construction at the junction of Hollywood boulevard and Laurel avenue.

The fireplace chamney replaces the minaret, horizontal chases in the foundation represent the coinwork separating the original alternating bands of sandstone and marble.

VARIED ARCHES

The foliated openings, the stilted arches, and haunched arches, form striking points of interest by contrast, yet so arranged in the architectural composition that they produce a balance and symmetry that is delightful and much admired by those who stop to appreciate its message.

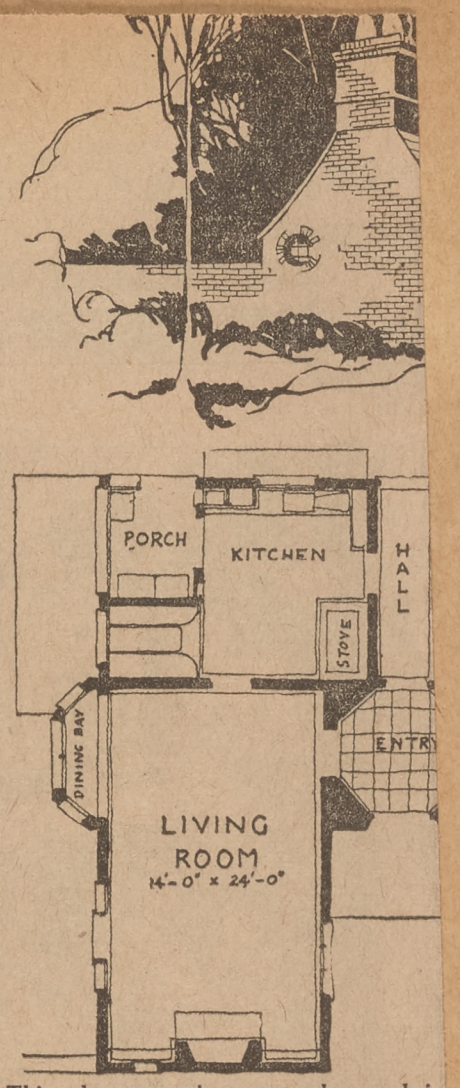
The intricate paneled surfaces, the corbeled pendent cornices and ornamental balustrade are simplified to modern methods so that the effect is produced at a surprisingly low cost in comparison to less effective designs.

The Moorish style offers such extreme variations on account of the many forms employed that practically any modern expression may be produced in this style.

You get the extremes of individuality, the extremes of continuity, balance, contrast, harmony and rhythm, interest and content, all of which depend upon the architect's understanding of the philosophy of architecture, and the owner's taste or appreciation of refinement.

Colorado River Study Is Made by Realty Men

Of the greatest importance to the State is the forthcoming meeting of the Colorado River committee of the California Real Estate Association, which will bring together seventy-five realtors from all sections of the State to study the dam problems and the river control of the great stream which has a vital bearing ... the future of the Southwest



This plan was given second award in ... conducted by the California Chap... of Architects and the Common Bri...

THE house shown above was awarded second prize in the small brick house competition recently conducted by the California chapters of the American Institute of Architects and the California Common Brick Manufacturers Association.

Hundreds of designs were submitted and eighteen prizes were awarded for the best designs entered.

The sketch shows a home of generous proportions, yet one that will go easily on any average-sized lot.

The exterior has a pleasing aspect, due largely to the excellent proportions and the artistic textural effects in the wall worked out by the architect.

The appea... auty and ... be at-

tribu... cons... A ... a re... with... tical... unus... entr... the ... On... kitch... comp... the ... A ... Fren... louvr... cious... wing... in fe... throu... Th... with...

How ... d Car...
RKING MACHINERY
Phone Vandike 2187
HINERY CO.
ULA BRADL...
for Decorat...
in No... produ... for v... and n... It w... ing th... and e... for th... Thes... reprod... and "d... of this... Thes... can ... easiest... ver... The ... Rugs... ono... g t... om... th... s. ... ur... ...
...r Film Is Shown
... Real Estate Men
...southwest Realty Board at... regular meeting had a visit... several members of the... ...mountain views of the... ...ras and closeup shots re... ...how hydro-electric power... ...ed and put to work.
...ir... a new film which explains... ...ductive story of the city's... ...es of the snowclad mountain... ...a picture received generous... ...rugs from the large number of... ...mbers in attendance.
...on the screen their new... ...motion picture, ...t on the Hills," showing the... ...Power and Light of Los...
...ion do not leave your fine... ...g the floor, but roll them in... ...hite paper then in tar... ...be removed once this is... ...through the texture. Beating ill... ...removes all dirt and keeps... ...added and wipe over the... ...(with the nap).
...each way and then with... ...dampen a clean cloth... ...later to which a little alcohol...
Ninth at Maple, 401-423 E. 9th St. Vernon at S...
General Offices and Retail Store: Phone Vandike 1101. Yards and Fac...
WHITING-...
This is the best material for mixing your own paint. Add two gallons of linseed oil to one of U. S. Stock White for a priming coat; or add one gallon of oil for a finish coat. It will dry with a high gloss. A most satisfactory paint.
$2.50 U. S. Stock White, $2.00 Gal.
20% Off on Window Shades Special for This Week Only
Hand made, oil opaque window shades, absolutely the best grade material, complete with crochet pull and everything. Save 20 per cent by buying them this week.
Shingle Stain, $12 Fixture,
We are closing remaining on-hand of our Style No. 70 candelabra fixture, special price of $9 bulbs are included
This is a remarkably high quality stain. Then we have red at 85c per gray at $1.25.
This is identically the same ... fect Pabcolin, except that in some instances the pattern is printed a little off. In others there are slight manufacturing defects, but for many purposes it is just as satisfactory as the first quality.
Artex Floor Covering, 45c Sq. Yd.
This is the first quality Artex and if your needs are sufficient to take a full roll, we will make the price 40c per square yard.

RAIL TERMINAL SYSTEM URGED

Proper Freight Handling of Vital Importance

Weakness of Present Method Pointed Out

Orderly Arrangement of Lines Declared Needed

BY E. H. MILLER,
Industrial Real Estate Division,
W. H. Daum & Staff

All traffic signs fail when a long freight train blocks the crossing.

If we had a dozen 100-foot traffic arteries from east to west, they would all become ineffective before a freight train running north-south on the street level.

Did you notice that Los Angeles bank clearings increased 200 per cent from 1919 to 1923? —from $2,339,000,000 to $7,024,000,000 —and freight movement in and out of Los Angeles increased likewise. In fact, the freight movement had a whole lot to do with the bank movement. And wherever that freight moved—in or out—it moved at grade and on streets.

E.H. Miller

To keep the white spot white we must have more factories. That's the latest slogan from the ranks of the active people of Los Angeles. What they mean is that we must have more work for more workers, and more payrolls to pay for the work. And it is the spending of these pay rolls for food, clothing and homes that is to keep the white spot white.

We are going to get these industries—big and little—just as fast as we can assimilate them, digest them, give them a chance to succeed. We haven't got them yet. Freight handling will have a lot to do with getting them. The freight handling of industrial Los Angeles must for all time be done between the mountains and the harbor and east of the business and residential districts.

Three of America's greatest transcontinental railroad systems have a complex collection main tracks, branch tracks, side tracks and spur tracks grid-ironing the industrial section east, southeast and south.

INDUSTRIES BENEFITTED

It is just as important to bring this network of tracks into orderly arrangement for the advancement of Los Angeles industries as it is to have a zoning and traffic system for the residence and business districts, and to bring the streets into order for the convenience of the people.

To systemize freight trackage for the best interests of the development of manufacturs, we have got to consider all the territory at present within the free-switching radius of each of the railroads; and, besides, all the territory between these free switching points and the harbor.

At the present time the Southern Pacific freight moves from the harbor and the east to its freight yards off North Broadway, via Alameda street at grade. This is as great an inconvenience to the railroad as to the public. It will not do for the greater industrial city.

The new freight yards and classification yards of the Union Pacific and the Santa Fe are now being mobilized in the southeast from five to seven miles from the heart of the city.

INTERESTS IN COMMON

The railroads, the city and the manufacturers all have a common stake in this entire area. It is going to make a lot of difference with our manufacturing growth whether or not we put this trackage in order or whether, like Topsy, we just let it grow up by itself, as it has done so far.

Industries seek terminal tracks as surely as water seeks its level. Terminal tracks afford the cheapest, speediest, most dependable, movement of commodities to and from the factories. Big factories, big production, demand and must have the best possible in the way of terminal freight facilities in direct contact with the production plant.

It took a million people to make us think about these things. Until we had the million, all this planning was not taken seriously. Then the million came with such a rush since 1920, that we've been too busy with streets and homes to think of factories and rails. The industrial organizations alone have been collecting the facts and building up the plans that will make the big industrial city.

CONFLICT DEPLORED

To the popular demand for passenger terminals, must be added the manufacturers' demands for freight facilities. There must be no conflict between the two. Both must operate smoothly and without interference. Therefore, both must be considered together. And as it is quite generally agreed that pay rolls now have first place on the highway of progress, even passengers and passenger terminals can safely wait the layout of tracks that will carry all the freight to support all the people.

Twenty millions have been spent on the harbor; another ten millions have been voted; and the government has just had a report favoring another seventeen millions—a total of $47,000,000 to make an efficient terminal at the water front for water transportation.

Hardly so much as a thought has been given to the necessary rail terminal and switching facilities. I contend that we are overlooking a vital and necessary factor in our industrial development.

READY FOR NEW TERM

[LOCAL CORRESPONDENCE]

HUNTINGTON PARK, Aug. 16. With new additions erected during the summer months to the South Gate and the Pacific Boulevard school buildings, the bungalows on the grounds, formerly used as classrooms will be converted into cafeterias. All the school buildings in the grammer school district are being repainted and remodeled for the coming school year.

SLOT MACHINE SHOP PROPOSED

Fourth Santa Ana Factory Promised

Chewing Gum and Candies to be Put Out

Present Production Works Are in East

[EXCLUSIVE DISPATCH]

SANTA ANA, Aug. 14.—A fourth factory was promised for Santa Ana's central industrial district today when officials of the Vendor Distributing Company announced a $100,000 building project asserted to be fully financed. The firm has purchased five acres at St. Gertrude street and Standard avenue. Construction is to begin this fall, it was announced.

The factory building alone will cost $50,000, officials stated. Virtually 100 persons, many of them women, will be employed, and the weekly pay roll will be $2000.

ONE UNIT FIRST

It is the plan of the company to erect only one of three proposed units at this time, declared E. L. Flanagan, a director, who added that the company would manufacture chewing gum, small candies and slot machines. The Unique Vending Company, a concern which was organized here some time ago, would be sole distributor of the product, Flanagan stated.

The director estimates the output of slot machines, now made in the East, will be 500 a week, while 100 cases of chewing gum and candies will be the daily production.

PLATE GLASS SIDES

The first building to be erected will be 60 by 120 feet, and will be constructed of reinforced concrete. A large portion of the sides is to be of plate glass.

Directors of the Vendor Company are C. L. Dewalt of Santa Monica, president; N. J. Matthews, Los Angeles, vice-president; G. A. McElroy, Los Angeles, secretary, and B. F. Logan, Glendale, secretary.

NEW FACTORIES COMING TO CITY

(Continued from Eighth Page)

in cash. Of this amount, about $10,000 has been expended to date for equipment, patents, drawings, die and tool designs, experimental work and organization expense. About $25,000 will be invested in machinery, dies and tools.

TRACKS SERVE

The property sold by E. C. Woodward of W. I. Hollingsworth & Co. to the A. J. Koll Planing Mill Company contains 92,000 square feet and has a frontage of 400 feet on the north side of East Sixty-second street, and a depth of 228 feet. It is served by trackage in the rear.

Grading on the site for the erection of one of the most modern mills on the Pacific Coast will start in the near future. This is the sixth time the Koll planing mill has been moved for expansion reasons since its founding in 1889. Since 1904 the business has been conducted at 421 Colyton street.

The contract for the fabrication and erection of the structural steel of the new city of Los Angeles shop building has been received by the Baker Iron Works. The building, with dimensions of 102 by 452 feet and a height of fifty-six feet will require 500 tons of steel, officials of the local iron works said. The shop is to be used by the Board of Public Service Commissioners' Bureau of Waterworks and Supplies.

CONCRETE FOOTINGS

The contract specifies that the iron works is to put in all concrete footings and the steel work complete. Fabrication of the steel is reported to be now about half-completed and that erection will commence within the next few days.

Aside from this new building, officials announced that steel amounting to about 2000 tons had been and is being fabricated for several other buildings now in the process of construction or about to be started. Among these are two new buildings for the West Coast Theaters, Inc.

Fabrication of the steel for the roof frame, the frame for the organ room and the gridiron of the West Coast theater on the northwest corner of Washington and Vermont as well as for the new Long Beach theater of the same company, which is being completed by the Baker Iron Works, is reported to be well along. The first shipment of steel for the Long Beach job is scheduled for the 22nd inst.

Among buildings now under construction for which the iron works is fabricating steel or has completed the task, are included the Odd Fellows Temple at Washington and Oak streets, and the Ninth Church of Christ, Scientist, at Fifth and Normandie. The Odd Fellows Temple, a five-story building, required 650 tons of steel, one-third of which has been erected. The iron works furnished 250 tons of steel for the new church building, which was designed by Meyer & Holler of the Milwaukee Construction Company.

KELP FACTORY SITE IS SOUGHT

(Continued from Eighth Page)

briquetting of coal, the output of which will be utilized by fifteen briquetting plants now established in England and Scotland.

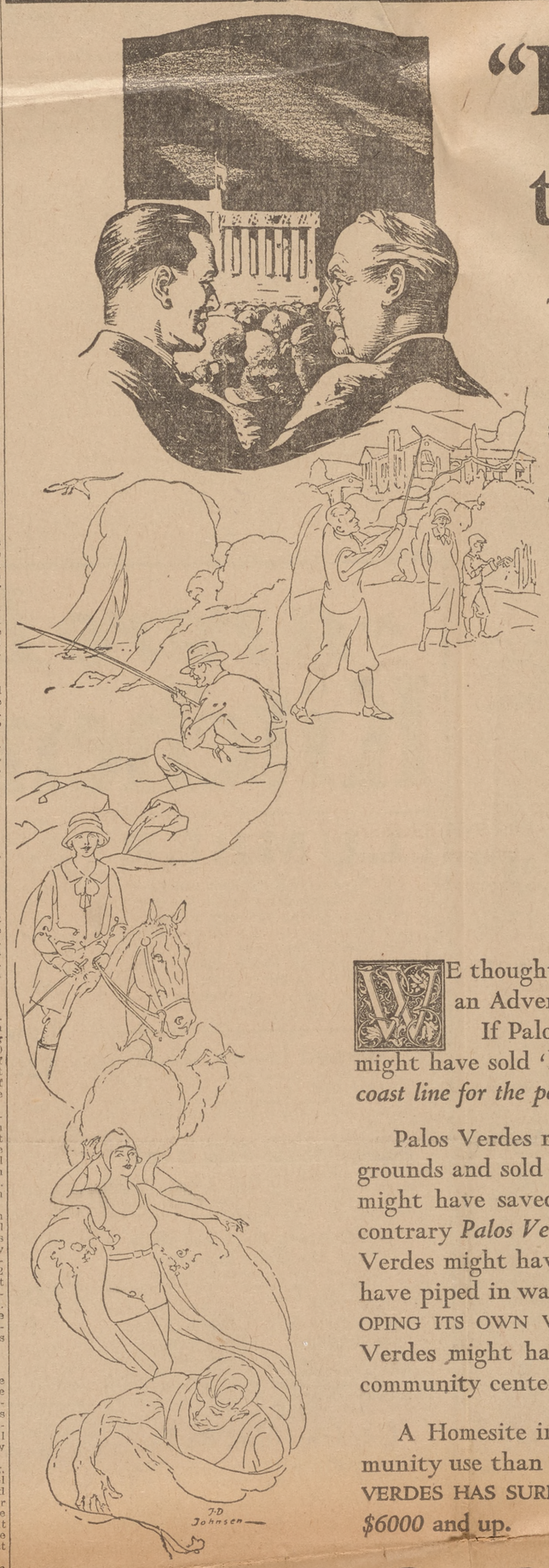
PRESIDENT COMING

According to Mr. Vail, the British company has a capital of £200,000, about $1,000,000, but this will be far exceeded by the California company. A plant at Stromness, Scotland, recently built by Thornley Binders, Ltd., the first of the several subsidiary organizations formed by the Moludite Company, has a 500-ton daily capacity. The Southern California factory, according to plans, will be ten times this large and will employ nearly 500 persons.

Mr. Thornley is expected to reach Los Angeles on September 15, when he will decide upon a factory site and go over plans with his California agents.

A Political Need

Jud Tunkins says politics won't be right until people vote for somebody they like and trust instead of against somebody they don't.—[Washington Star.



J.D. Johnsen

"Palos Verdes is doing the thing properly"

The other evening during intermission at the Hollywood Bowl we overheard an argument between two men regarding private ownership of our California beaches.

Said the younger, *"I have just built a fine new home on the seashore with all beach rights."*

To which the elder replied, *"Fine for you, boy. Glad you've got what you wanted, but it seems to me an awful shame that money can buy what really belongs to the public. I wonder if you realize that you are not only confiscating a part of the people's playground, but you are also robbing California of a portion of one of its chief attractions?"*

"How so, said the first, *"everybody's doing it, why not I?"*

"Not everybody. Look at Palos Verdes. Their's is the sincerest proposition I know. They have reserved 3½ miles of coastline for the perpetual use of the people. Palos Verdes is doing the thing properly."

(He surely was right!)

WE thought enough of this conversation to tell you about it in the form of an Advertisement.

If Palos Verdes was being developed under private ownership, it also might have sold 'beach rights' with its Homesites. *But it did not—it reserved all the coast line for the people.*

Palos Verdes might have cut up the 450 acres now reserved for parks and playgrounds and sold them at fat prices. BUT IT DID NOT. *The land is dedicated.* It might have saved hundreds of thousands on its improvement program. On the contrary *Palos Verdes will have spent 2¼ Million Dollars by the end of this year.* Palos Verdes might have left out its Golf Course—*which will open next month.* It might have piped in water from Redondo or Los Angeles. Instead PALOS VERDES IS DEVELOPING ITS OWN WELLS AND A CAPACITY YIELD OF 6 MILLION GALLONS DAILY. Palos Verdes might have forgone the expense of its school sites, its playgrounds, its community centers—or its three Business Plazas, now under way.

A Homesite in the New City carries with it more exclusive features for community use than any other development of its kind in the United States. PALOS VERDES HAS SURELY DONE THE THING *PROPERLY*—and Homesites are still *$2000 to $6000* and up.

PALOS VERDES

The New City—where Home Estates cost but $2000 and up

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.
8TH AND SPRING STS.
HENRY CLARKE, Director of Sales.
BANK OF AMERICA, Trustee
Telephone VAndike 2481

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012-W

Mail This Today

(COUPON)
PALOS VERDES ESTATES,
560 Lane Mortgage Bldg.
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.
Name.....
Address.....

GREAT STRIDES ARE TAKEN

Development of Southern California Has Unique History From Early Days to Present

BY PAUL F. LANGWORTHY
Secretary-Manager Builders' Exchange

It was not many years ago when Southern California was an isolated spot, far from the beaten track of civilization and difficult to approach. Years later across the desert wastes came the hardy pioneers in their covered wagons blazing the road to a newer and greater civilization. It is a territory of romance and adventure, of scenic beauty. The most gripping story is of its economic development both past, present and future.

It is a story which, even when reduced to cold analytical statistical form, brings to the initiated a picture of hardship, of battle, of achievement and of rich reward. It is a territory today of huge production, and which has potentialities for future economic development which promises to surprise even the most sanguine.

On account of its geographical position, and also on account of warm ocean currents, Southern California enjoys an all-year climate which is unsurpassed in any similar area in the world.

Los Angeles and entire Southern California have had an unprecedented growth. Within a few miles of Los Angeles nearly one-fourth of the entire oil supply of the United States is produced. Shipments of lubricants and by-products from this port are the greatest of any in the country. In turn we receive more lumber for distribution through the Southwest than any other of the nation's waterways.

From sea to mountains are vast orchards, grain fields, cattle ranches, orange groves and truck gardens furnishing material for the greatest canning industry in the world. These industries fostered by a genial climate and a contented population have the further advantage of a cheap and abundant water supply, natural gas and oil fuel, raw materials of many varieties, fine port facilities, unexcelled transportation, both local and transcontinental, and a growing demand for Southern California products.

Without exaggeration it may be said that no other element has done more than irrigation to build up the wealth and population of Southern California, while it is equally certain that the progress of the past is but a mere indication of what will be accomplished during the next few years. What seemed a hopeless desert has been transformed into one of the garden spots of the world.

During the development of Southern California it has only been natural that the construction industry has been exceedingly busy, building homes, stores, office buildings and warehouses to take care of the influx of population. Not only has Los Angeles done more building in the last year than any other city in the United States, except New York and Chicago, but building construction has been of a higher grade in this city than elsewhere—another indication of stability.

The building record of Los Angeles during the last few years is so well known that it does not require dwelling upon. To the home builder we suggest that now is the time to build and save money; that never since the war has there ever been a more economical time to build; that labor is cheaper and more efficient, and that all building materials cost less now than at any time since 1913.

PAPER EXPORTS INCREASE

Los Angeles Firm's Shipments of Roofing and Mulch Materials Show Huge Gain

More than 50,000 rolls of building, mulch and roofing papers, manufactured by the Pioneer Paper Company of Los Angeles at its local plant in Vernon, were shipped to foreign countries during the first seven months of this year, according to William Henry, vice-president and general manager of the concern.

The export business of the firm for this period shows an increase of 300 per cent over the entire year's total for 1923, Mr. Henry stated yesterday, in commenting on the greatest gain in exports since the organization of the Pioneer Paper Company in 1888.

The increased export business is almost entirely due to the magnitude of the rebuilding work now in progress in the cities of Japan which were virtually in ruins after the earthquake disaster, and to the increased usage of mulch paper for agricultural purposes in the Hawaiian Islands. Products of the Pioneer Paper Company of Los Angeles were shipped to Australia, China, Japan, New Zealand, the Philippine and Hawaiian Islands, the West Indies, and Mexico.

The local concern also imports more than 5000 tons of rags from France, Belgium, Germany and England for use in the manufacture of felt, according to Mr. Henry.

The Belgian public health budget contains a proposal to spend 1,000,000 francs this year in a campaign against cancer.

vided into smaller ranches of a few hundred acres, then more and more dividing was necessary as the demand for homes here kept increasing.

Los Angeles grew and prospered, spreading as it grew. The city would not hold those who came and were captivated by its charm. It has

These cities are growing—stretching to meet the mother city. Along the broad, smooth motorways, everywhere, bungalows on acre lots and more or less pretentious homes are aligned. Industries have come, and one sees an immediate portent of solid development.

of nature to be viewed with awe from afar. Now these heights are the site of costly residences. The natural beauty of these slopes and crags has been turned to purpose as setting for the mansions of the wealthy . . . and with what astonishing reward for the effort.

Motorways, broad drives and bri-

moderate circumstanced people that was taking place. Why should not some of these beauties and benefits be reserved for the less wealthy, they argued . . . and at least one acted.

Victor Girard, community builder, urged by the desire to make it possible for people of moderate

of Girard furnishes the answer to any question as to Victor Girard's purpose or vision. Here is one of the best situated and beautiful of the mountain valleys, and on one of the most attractive of the slopes he has built a community that fits in with the great romance of the San Fernando Valley.

rarest gems of the diadem of San Fernando Valley.

Girard's place in the future of the valley and its importance in the general development is pre-eminent. It is the keystone of the residential section of the greater Los Angeles because of its location on three main channels of traffic.

What does *your* recreation cost?

In Palos Verdes you'll have your own 'playfields' — free!

ARE you one of those whose week-end recreation consists of a drive to the beaches? If so, do you ever stop and think how much time and effort it costs —just to get there? On the other hand you may be a Golfer. This costs time AND money. Do you sail — or fish — or swim? For any of these you have to drive through congested traffic for at least 20 miles.

Did you but live in Palos Verdes, you would have every kind of outdoor sport right at your doorstep.

A few minutes to the Ocean and your own beach. Ten minutes away, a rocky cove worthy of Izaac Walton himself. Over the hillside, your own Golf Club, the only all-grass seaside course between Santa Barbara and San Diego.

Do you like horseback riding — or hiking? There will be miles of bridle paths and hillside trails leading practically from your door. Perhaps you like to do 'just nothing' in your leisure hours. Then for you there will be 450 acres of parks, planted with trees and flowers, where in shady comfort you can relax to your heart's content.

ALL THESE THINGS ARE GOING TO BE YOURS IN THE NEW CITY BY THE SEA. The general improvement plan, now well under way, will by the end of this year alone have expended over Two and a Quarter Million Dollars. Twenty miles of good roads are in, so are gas and water (a natural supply, capacity six million gallons daily.) Sites are dedicated for business plazas, churches, schools, theatres. The Golf Course will officially open next month — an 18-hole, all-year-round course of Championship length, from 14 holes of which you will have an uninterrupted ocean view—this will be yours, too, for ownership of the Club with its land and all membership privileges, is vested exclusively in Palos Verdes landowners. (Your lot will probably cost less than the initiation fee to other clubs far less beautifully situated.)

Palos Verdes is the ideal vacation place for you, for your children, and for those who are nature lovers—the permanent residential recreation place for Greater Los Angeles.

—and you can get Homesites TODAY at original prices.—
$2000 to $6000 and up.

Geo. W. Kirkman *in his new book-"Real Estate" says—*

"Everything in the ways of homes has been thought of and provided for, complete in every detail. Palos Verdes even has business plazas in the proper locations—ocean beaches . . home-center sections . . a home-financing auxiliary to plan, build and improve homes. Banks and stores are provided for; civic buildings erected free; public parks . . clubs erected free by the development company . . all protected by restrictions from unwanted or undesirable intrusion . . "

—another testimonial from a national expert on Community Development.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales,* Bank *of* America, *Trustee. Phone* VAndike 2481

BEST ROAD

DRIVE to Redondo. Follow Redondo Esplanade to end — road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices. Private automobiles leave the Lane Mortgage Bldg. daily at 9:30 a.m. Phone for a reservation.

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012-W

Mail This Today

(COUPON)
PALOS VERDES ESTATES
561 Lane Mortgage Bldg.,
Los Angeles
Send me booklet and full information regarding Palos Verdes—the New City.

Name _____

Address _____

[EXCLUSIVE DISPATCH]

CORONA, Aug. 16.—A deal has just been completed by which Smith Beck, a recent arival in Corona from Phoenix, comes into possession of the packing-house formerly operated by the Growers Fruit Exchange, north of the Santa Fe depot.

Workmen are already engaged in making extensive alterations in the building, which will be used as a box factory and when completed will represent an outlay of $30,000, according to Mr. Beck.

In choosing Corona as a site for his factory, Mr. Beck felt that the twelve packing-houses here warranted such a move and while box shook will be produced first, it is Mr. Beck's intention to install a box-nailing machine later.

The capacity of the factory will be about 30,000 feet cut a day, or about 4000 boxes, with a pay roll of between $2500 and $3000 a month.

GARAGE IS LEASED

TULARE, Aug. 16.—A new motor sales organization entered Tulare this week when S. P. Mansfield, Tipton rancher and capitalist, leased a portion of the Midway Garage for the purpose of promoting the sales and distribution of the Chrysler and Maxwell automobiles. Leo A. Smith, who has had the agency for the cars, will continue his connection with the new owner.

Clients of Central Manufacturing District, Inc., of Los Angeles have a new service being prepared for them—a traffic department, which will assist in solving all shipping problems affecting industries and markets, including that of Los Angeles. This service will be inaugurated September 1.

F. T. Randall, for twenty years traffic manager for Lyon & Healy of Chicago, manufacturers and dealers in musical instruments will head the new department as traffic manager. Mr. Randall's experience with Lyon & Healy is augmented by many years' service with various railroads. He is familiar with all routing to the great markets of the United States and abroad, as well as the problems of the transportation lines.

This establishment of this new service will mean that any industry of the central manufacturing district may secure immediate and accurate information pertaining to freight rates, routings, methods of packing, requirements of the carriers, claims, etc, in short, any and all information bearing on traffic matters. This new service will supplement the work of the newly established district research department in aiding new industries to operate most successfully in the rich Los Angeles market.

In addition to his post with Central Manufacturing District, Inc., Mr. Randall will serve Westland Distribution and Storage Company as traffic counselor to all concerns contracting for Westland space and service.

ARCADIA PROPERTY ASSESSMENT GAINS

MILLION-DOLLAR INCREASE SHOWN IN FIGURES OF COUNTY AGENT

[EXCLUSIVE DISPATCH]

ARCADIA, Aug. 16.—Assessable property valuation in Arcadia, including real and personal, has increased $1,000,000 in the last year, according to the figures of G. G. Meade, assessor, who has just completed his yearly assessment figures. Of this about $600,000 was in land valuation and $400,000 in improvements.

The figures are: Total land valuation, $4,175,270; improvements, $1,011,675; personal property, $259,910; valuation of trees and orchards, $58,155; veterans' exemption, $54,720; total net valuation, $5,450,230. The total valuation for 1923 was $4,500,000.

Hundreds of thousands of tons of white burning clay, one of the highest grades of the material obtainable, were discovered yesterday in Riverside county by a prospecting crew of the Los Angeles Pressed Brick Company after months of sinking shafts and drifts in the vicinity, according to Howard Frost, president of the local firm. The huge deposits of clay are located on the Alberhill properties of the brick company, which comprise an area of 400 acres, Mr. Frost stated.

The prospecting crew, headed by George W. Morton, operates a core drill and rig, and constantly surveys the entire holdings of the company in an effort to discover new deposits of clay for use in the firm's kilns in Santa Monica, Los Angeles and Alberhill.

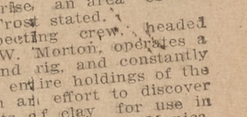
The deposits discovered yesterday are located in the vicinity of the company's Alberhill plant and are more extensive than those from which clay is obtained now. According to Mr. Frost, the material is used in the manufacture of terra cotta, roofing tile, fire and face brick.

Enterprising Barber

A Hutchinson barber has mounted a small barber shop on a Ford truck and drives around the country bobbing country girls' hair.—[Kansas City Star.

-a rare bargain! Kitchen Sinks $2

Here's a headliner of importance to every builder. Because we took a manufacturer's output of enameled steel sinks we are able to offer the lot, almost any size sink you want included, in white, gray, blues, etc., at this unheard of price of $2.00 each.



For temporary homes, for beach and mountain cabins and a score of similar uses, this is a buy of the first importance. Some of these are chipped, some show slight imperfections. They are sold "as is" at $2.00 each.

Naturally no fittings are included at this price.

LUMBER

For years we have been among the largest buyers of lumber in the Southwest and, having our own yards, mills and dry kilns, can assure you of the best interior finish and all the lumber needed for your home. Bring in your lists and let us figure them, for our yards are famous for their moderate prices and high quality.

Colonial Doors, $2.25

Here's a lot of Colonial doors that measure 2.6x 6.8, 1 3-8-inch thick, and have five cross panels. Because we have more on hand than we want, out they go at $2.25 each, which is considerably below their real worth.

Medicine Cabinets, $3.50 to $6.00

They are all ready to put in the wall. Those at $3.50 and $4.00 are white enameled, while those at $5.50 are unfinished but somewhat larger. The extremely large ches, 1.6x2.6, unfinished, are $6.00.

Food Cabinets, $6.50 and $8.00
They Are White Enameled

All steel and finished in white enamel. Very handy to have in the kitchen. Specially good for beach and mountain homes.

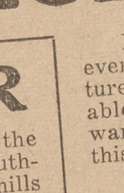
Breakfast Nook Set, $12.50

This consists of gate-leg table and 4 chairs, all made of select gum wood. Other breakfast nook sets as low as $6.50.

Front Doors, $7.00

These doors are 3.0x 6.8, 1 3-8 inch thick, made in three vertical panel style, with six lights.

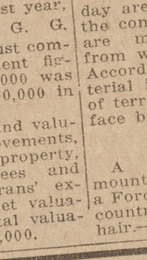
Garden Hose, 8c Ft.



A high-quality, 4-ply garden hose, ½-inch in diameter, at 8c per foot in 50-foot lengths with couplings included free.

3-4-in. 4-ply hose is now 10c ft.; 5-

Low Toilets $20 to $23



Probably you will never buy toilets as good as these for anything approaching this money. They are complete, everything you need to the rough plumbing. Not a single extra to buy. $20 to $23 each. (Slightly off grade.)

California Tubs, $25 to $35

Think of that for a price on the popular California or recess style of tub. They are sold without fittings and the price is regulated by the condition of the tub.

Pedestal Lavatories, $10 and $15

Almost every one would rather have a pedestal than a wall lavatory. Here's your chance. They are all in good usable condition and this price should move them rapidly. No fittings included.

Pabcolin Reduced--Now 69c Sq. Yd.
Pabcolin Rugs 'Way Underpriced

Don't overlook this opportunity for saving. 69c per square yard on first quality Pabcolin floor covering is like giving it away, and the prices of the Pabcolin rugs show savings of 20% and more.

A New Way to Buy Window Shades

Because of our many channels of outlet we can make the most extraordinary offer. Buy your window shades from us and we will install them and allow you credit for the market value of your old shades. That often represents quite a saving, too.

Wall Paper Prices Cut

You will find our entire stock of wall papers, including Tiffany tints, duo tones, tints, tapestries—in fact almost every design you could think of or wish for and all at prices one-half and less for August selling.

60c Washable Wall Paper, 35c roll.
60c Tiffany Blends, 25c roll.
75c Crepes, 30c roll.
75c and 60c Papers, 28c roll.
$1.00 Paper, 40c roll.

vided into smaller ranches of a few hundred acres, then more and more dividing was necessary as the demand for homes here kept increasing.

Los Angeles grew and prospered, spreading as it grew. The city would not hold those who came and were captivated by its charm. It has

These cities are growing—stretching to meet the mother city. Along the broad, smooth motorways, everywhere, bungalows on acre lots and more or less pretentious homes are aligned. Industries have come, and one sees an immediate portent of solid development.

of nature to be viewed with awe from afar. Now these heights are the site of costly residences. The natural beauty of these slopes and crags has been turned to purpose as setting for the mansions of the wealthy . . . and with what astonishing reward for the effort.

Motorways, broad drives and bri-

moderate circumstanced people that was taking place. Why should not some of these beauties and benefits be reserved for the less wealthy, they argued . . . and at least one acted.

Victor Girard, community builder, urged by the desire to make it possible for people of moderate

of Girard furnishes the answer to any question as to Victor Girard's purpose or vision. Here is one of the best situated and beautiful of the mountain valleys, and on one of the most attractive of the slopes he has built a community that fits in with the great romance of the San Fernando Valley.

rarest gems of the diadem of San Fernando Valley.

Girard's place in the future of the valley and its importance in the general development is pre-eminent. It is the keystone of the residential section of the greater Los Angeles because of its location on three main channels of traffic.

ed tomorrow

equipped with all devices.
about the hotel erve every guest its compliments, offee, toast and the morning Ex-

NANDO GIRARD

D NOBLE
hamber of Commerce.
DO—a name asso-missions and broad, s, and with the ro-f the golden South-re, on these fertile Franciscan monks of their most last-Missions, roads . . who in all of

les Weeks Colony

smouth, Cal.
Charles Weeks

ultry house which I n my poultry farm Poultry Colony at ell in that cool Bay Francisco but will ighest success in ia where the cli-Therefore, I have house from my 20 that meets the cli-of Southern Califor-nging results that ced poultrymen. improved poultry and south and is east and west ad-ine in the morning en the fowls most of the house is in making it a ouse and a warm ning house. Thus venest temperature t the day. The door pens can be opened closed in winter summer and win-rienced poultrymen s poultry house is and damp proof of vented. About 300 house exclusively in Come and see it

endation my work can ed. Therefore, see me ting.

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My One-Acre unday Afternoon
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In
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Hill Street
esday, 8 P. M.
y Welcome.

WEEKS' ONE-ACRE Y: Take Pacific Electric streets in Los Angeles for beautiful San Fernando e conductor put you off WEEKS POULTRY COL-st of Owensmouth and om the center of Los by auto from Hollywood ass to Van Nuys, thence n Sherman Way to the POULTRY COLONY.
, WRITE FOR LITERA-Charles Weeks, Owens-

What does *your* recreation cost?

In Palos Verdes you'll have your own 'playfields'—free!

ARE you one of those whose week-end recreation consists of a drive to the beaches? If so, do you ever stop and think how much time and effort it costs—just to get there? On the other hand you may be a Golfer. This costs time AND money. Do you sail—or fish—or swim? For any of these you have to drive through congested traffic for at least 20 miles.

Did you but live in Palos Verdes, you would have every kind of outdoor sport right at your doorstep.

A few minutes to the Ocean and your own beach. Ten minutes away, a rocky cove worthy of Izaac Walton himself. Over the hillside, your own Golf Club, the only all-grass seaside course between Santa Barbara and San Diego.

Do you like horseback riding—or hiking? There will be miles of bridle paths and hillside trails leading practically from your door. Perhaps you like to do 'just nothing' in your leisure hours. Then for you there will be 450 acres of parks, planted with trees and flowers, where in shady comfort you can relax to your heart's content.

ALL THESE THINGS ARE GOING TO BE YOURS IN THE NEW CITY BY THE SEA. The general improvement plan, now well under way, will by the end of this year alone have expended over Two and a Quarter Million Dollars. Twenty miles of good roads are in, so are gas and water (a natural supply, capacity six million gallons daily.) Sites are dedicated for business plazas, churches, schools, theatres. The Golf Course will officially open next month—an 18-hole, all-year-round course of Championship length, from 14 holes of which you will have an uninterrupted ocean view—this will be yours, too, for ownership of the Club with its land and all membership privileges, is vested exclusively in Palos Verdes landowners. (Your lot will probably cost less than the initiation fee to other clubs far less beautifully situated.)

Palos Verdes is the ideal vacation place for you, for your children, and for those who are nature lovers—the permanent residential recreation place for Greater Los Angeles.

—and you can get Homesites TODAY at original prices—
$2000 to $6000 and up.

Geo. W. Kirkman *in his new book-"Real Estate" says—*

"Everything in the ways of homes has been thought of and provided for, complete in every detail. Palos Verdes even has business plazas in the proper locations—ocean beaches . . home-center sections . . a home-financing auxiliary to plan, build and improve homes. Banks and stores are provided for; civic buildings erected free; public parks . . clubs erected free by the development company . . all protected by restrictions from unwanted or undesirable intrusion . . "

—another testimonial from a national expert on Community Development.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales,* Bank *of* America, *Trustee. Phone* VAndike 2481

BEST ROAD
DRIVE to Redondo. Follow Redondo Esplanade to end—road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices. Private automobiles leave the Lane Mortgage Bldg. daily at 9:30 a.m. Phone for a reservation.

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012-W

Mail This Today

(COUPON)
PALOS VERDES ESTATES
561 Lane Mortgage Bldg.,
Los Angeles
Send me booklet and full information regarding Palos Verdes—the New City.

Name _____

Address _____

SUNDAY MORNING

Los Angeles

CEMENT COMPANY TO QUARRY LAR

Marble, Limestone, C

FIVE MANUFACTURING UNITS PUT ON BUILDING PROGRAM

Oregon Corporation Enlarged to Take in Coyote Wells Field; Cheap Product Assured

Development of one of the largest single deposits of marble, limestone, clay and silica sand in the world—8900 acres of it north and west, a few miles of Coyote Wells, Imperial county, along with 2420 acres of limestone and clay properties near Huntington, Baker county, Oregon, was announced in Los Angeles yesterday by executives of the Columbia Cement Company, a $6,000,000 Nevada corporation just reorganized to operate the holdings.

These plans set forth that five plants for the manufacture of white cement, gray cement, glass, tile and for the working of marble are to be built at an approximate cost of $3,000,000 at either National City, San Diego Bay, or near the Coyote Wells property on the San Diego and Arizona Railroad. A $1,470,000 works on the Huntington (Or.) holdings is about to start operation. Nearly $5,000,000 will have been invested in the Columbia Cement Company's plants and equipment on the completion of its present program. Specifications for the Southern California units are being drawn.

The Columbia Cement Company was formed by Fred A. Ballin, president, until recently head of the Monolith Portland Cement Company of Los Angeles and San Francisco, when he disposed of his interests to purchase the Huntington property. The Columbia's capitalization has been increased from $2,000,000 to $6,000,000 to permit taking over of the Coyote Wells deposits.

OPTIONS TAKEN

Carl F. Schrader, mining and realty operator, and Aman Moore, owners of the largest portion of the Imperial county holdings, secured options on land in the Coyote Wells field held by the Southern California Marble and Development Company and James Fowler. This brought together approximately 300,000,000 tons of material.

After Mr. Ballin's engineer had conducted a thorough examination of the Schrader and Moore holdings he reached the decision to expand the Columbia Cement Company to triple its original size and in exchange for the Imperial deposits give an interest in the new $6,000,000 corporation. Final deeds were executed and delivered by Mr. Schrader to President Ballin a few days ago. The entire transaction was then ratified by the stockholders of the companies involved.

An agreement has been made by the Columbia Securities Company, of which Samuel H. Deyot is president, to underwrite the cement corporation's $3,000,000 in preferred stock and $3,000,000 in common stock through its parent association, the Pacific National Securities Corporation.

CEMENT DITCHES

Officials of the Columbia Cement Company say they can make and sell a high-grade cement as low as $1.50 a barrel delivered at Imperial Valley points. This, they think, may provide the incentive for cementing of the extensive irrigation ditch system to eliminate the continuous and heavy expense of cleaning caused by the tremendous amount of silt in the irrigation water from the Colorado River. They also hope to get business from the proposed dams in the Colorado River, which would be constructed nearer the Coyote Wells field than any other.

The company officials say that negotiations are already on with eastern consumers for shipments via the Panama Canal.

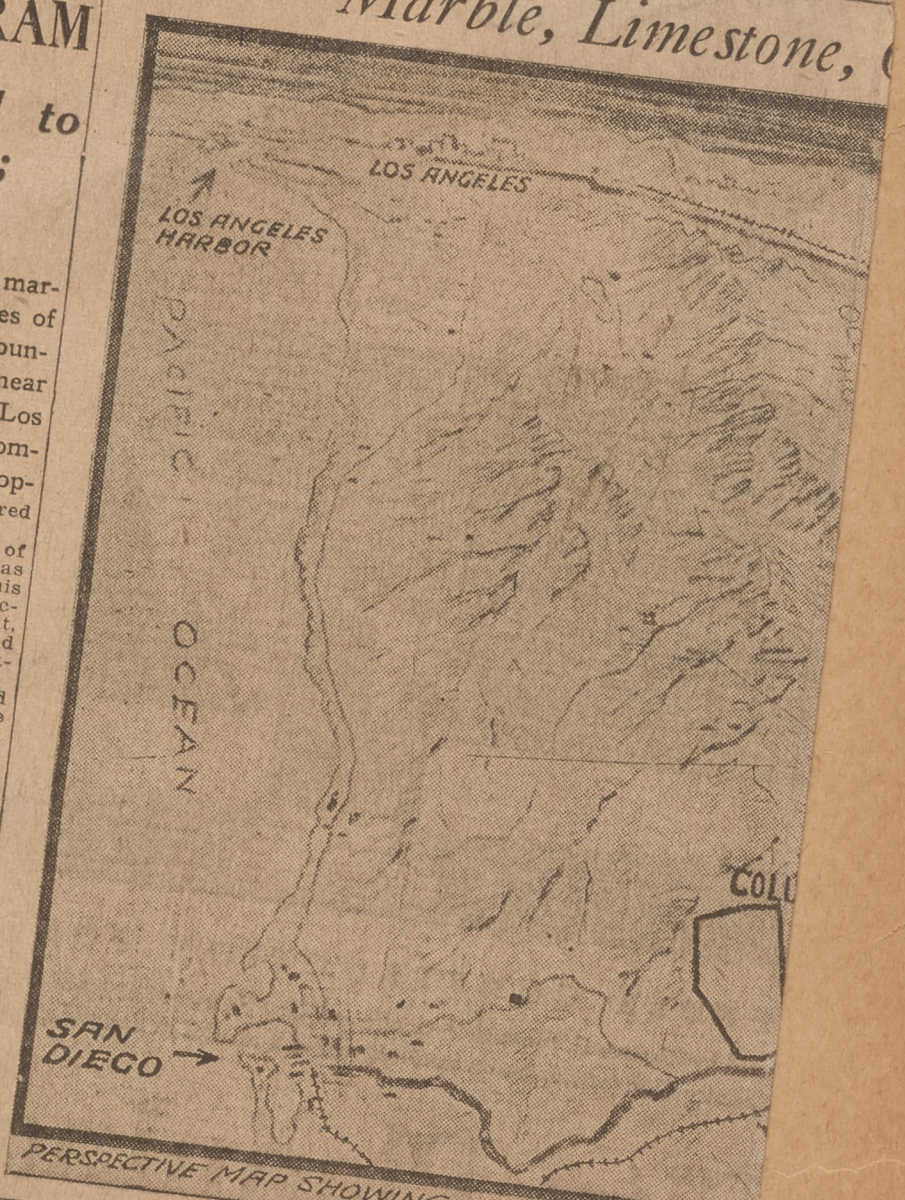
"The property controlled by this company is located in the Coyote Mountains, Imperial county, California, six and one-half miles northwesterly from Coyote Wells on

NEW DEPOT ANNOUNCED

Glendale to Get Handsome Station From Union Pacific

[LOCAL CORRESPONDENCE]

GLENDALE, Aug. 30.—Announcement has been made by E. W. Gilliland, freight traffic agent in Glendale for the Union Pacific Railroad, that the old station erected here in 1907 is soon to be replaced. The new location will be at the corner of Lexington Drive and Geneva street, where the entire block has been acquired. The building will be of tile and stucco, there will be a freight house, 32 by 90 feet, a concrete loading platform, and an auto dock. There will be 43,000 square feet of brick and concrete driveways, and an additional 1900 feet of electrical trackage. The improvements and building will cost approximately $160,000.



PERSPECTIVE MAP SHOWING COLUMBIA PROPERTIES

UTILITY'S GROWTH GREAT

Los Angeles Gas and Electric Corporation Has New Seal Beach Station Under Way

With work in rapid progress on the first unit of the huge new electric-generating station being constructed at Seal Beach for Los Angeles Gas and Electric Corporation, comparisons of it with the utility's present and past electric plants reveal a tremendous growth.

Electric service was first introduced into Los Angeles in 1882 by the Los Angeles Electric Company, which was one of the predecessor companies of the present organization. At that time electricity was used chiefly for lighting purposes, and as late as 1890 the original Banning-street plant of the old electric company had developed a maximum capacity of only about 400 horsepower, a considerable figure for those days, however.

In 1892, what was the beginning of the present electric works of the corporation was established at Palmetto and Alameda streets, with a power capacity about double that of the old Banning-street plant. With the constantly increasing demands upon it for electric service, the present electric works has today reached a maximum capacity of 95,000 horsepower. In other words, it is capable of producing just 237½ times as much power as the plant of 1890.

The new Seal Beach generating station is the logical result of this record of past growth of the electric arm of the local utility. In its way it will overshadow the electric works of today nearly as much, in proportion, as the latter does the plant of 1890. Its ultimate capacity is to be 288,000 horsepower, to be constructed in six units of 48,000 horsepower each. It is anticipated that the first of these units will be in service by July of next year.

PUBLIC INSPECTION OF WORKS PROPOSED

[LOCAL CORRESPONDENCE]

INGLEWOOD, Aug. 30.—The newly constructed plant of the Southland Fruit Products Company, erected at a cost of $50,000 and located on the north side of Inglewood, will be thrown open to the public for inspection within the next two weeks, according to officers of the firm. The Maringer-Lewis Corporation, a local industrial finance concern, backed the Southland Fruit Products Company in the building of the plant, which is four stories high and contains over 15,000 square feet of floor space. The product to be manufactured is a candied fruit.

Huge Power Plant to Augment Service

OPEN GLAZED

N BY ELMER GREY

ven on Hudson avenue. Elmer Grey is the architect.

essing rooms, garage with liv- g quarters, electric refrigera- on and hot water.

The construction work will be under the direction of D. F. Harrison, while Miss Florence Yoch will have charge of the landscaping.

How to Cut Out the 'Extras' in Building

IF YOU want to make your home building dollars count, if you want full value for your money, then heed the advice of those who know, and first determine upon what you want in your home, what it will cost and then stick to it. Don't make changes.

Every architect and contractor knows from experience that one reason why building expense runs higher than estimates is due to changes.

Give the architect sufficient time to prepare complete plans and specifications. Remember that the architect must first build your home on paper before the contractor can estimate upon or build from the architect's plans and specifications.

Insist on complete, definite proposals based on the complete house, including plumbing, heating and electrical work.

To the sum total of these add for such incidentals as are not usually included, such as lighting fixtures, decorating, shades, draperies, furniture, rugs, grading, walks, drives, planting, etc., in order to get your total costs before you start your building operation.

With the advice and the assistance of your architect, invite only those contractors who are competent and honest to submit proposals, and who have demonstrated their ability to build the kind of house you have in mind.

If you hand pick your contractors before you take estimates, you are safe in awarding contracts to the lowest bidders—those really entitled to the work.

Having signed contracts with the various contractors, give no orders or directions to them.

All these must be transmitted through the architect, who, as executive in charge of the work, will know at once whether such suggestions involve extra work and material, and thus you will be fully advised and can avoid an "extra" if you choose.

In this article it is pointed out the relationship between the home builder, the contractor and the architect, and how by co-operation between these three factors in every home building operation, costs can be lessened and "extras" avoided.

$1.50 to $2.00 Wall Paper 50¢ roll

30 in. wide — all 1924 patterns

A Special Offering for This Week Only

Here's the most wonderful opportunity for home owners, for the paperhanger, for the interior decorator. Think of it, all of our 30-inch wide, 1924 wall paper patterns priced $1.50, $1.75 and $2.00 per single roll, now offered at **50c.**

This includes Tiffany tones, Tiffany tints, pastel shades, art patterns and a host of the very newest of the 1924 designs.

Understand these values, $1.50, $1.75 and $2.00, are the prices at which we have actually sold this stock heretofore. There is no old stock, not a lot of odds and ends. It is good, clean stock and the most attractive patterns imaginable.

Remember, these patterns are all 30 inches wide and the price is **50c** per single roll, though by a trade custom this wall paper is put up three rolls to the piece.

Six Piece Plumbing Set, $125

Yes, they are factory seconds, but the imperfections are of the very slightest. The set includes bath tub, low toilet, lavatory, kitchen sink, laundry tray, and combination gas water heater and tank, and that is practically all the fixtures you need for a small home. Everything to the rough plumbing is included.

C. C. Doors Specially Priced

We have a large stock of C. C. doors in pairs on hand and to reduce this surplus stock we are making special prices right down the line. See them, get sizes and figure accordingly.

Medicine Cabinets, 18x24, at...$5.50
Medicine Cabinets, 18x30, at...$6.00
Breakfast Nook Sets, $12, comprising a gate-leg table and 4 chairs.
Kitchen Cupboards and Cabinets, 30; Coolers, $12.

Front Doors, $7.00

de with three vertical panels ix square lights above. They re 3-0x6-8 and are 1⅜ inches Priced for this week at $7.00.

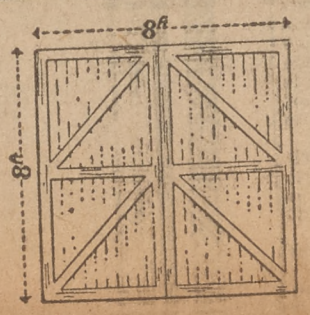
ial Doors, $2.25

exceptional value in Co- house dwellers. They are of Oregon as fir), size 2-6x6-8.

Buy Lumber Now

Builders have an exceptional opportunity at this time to secure well seasoned lumber, and with our own facilities for handling the stock through our yards, mills and dry kilns, you have every reason to be assured of the best in lumber when you buy it from us.

Bring in your lists and see us last. Our prices are always right.



Genuine Inlaid Linoleum, $1.30 Sq. Yd.

Remember this is the high quality inlaid linoleum in a big variety of patterns. There are absolutely no seconds in the lot and the price is $1.30 per square yard.

White Lead and Zinc Compound, 10c Lb.

Here's a special pricing on the "base" compound for mixing your own paint. Put up in 12½, 25, 50 and 100-pound cans. Prices while stock on hand lasts only.

De Luxe Enamel, $3.50

A high-grade enamel in white, ivory and gray. Gallons at $3.50; half-gallons at $1.85; quarter-gallons at $1.00 while quantity on hand lasts.

$6.15 Varnish Stains, $3.70 Gal.

Here's the material that makes interior finishing easy, as it stains and varnishes in one coat. Very popular for refinishing furniture. Regularly priced at $6.15 per gallon, now $3.70 in full gallons; half-gallons at $1.98; quarter-gallons, $1.05; pints, 57c; half-pints, 33c; ¼-pints, 18c. That's a saving of about 40%.

Save Money on Wheelbarrows Wheelbarrows at $5.65

The barrow you see pic- tured. Has wood stave tray

Ad. No.
Paradise for Children
Title
Appeared in
Examiner
Date
9/1/24
6/48

WORK BEGINS ON ANAHEIM SHOPS

Two Units Instead of One Under Way

Favorable Trade Prospect Given as Reason

Glass Plant Will Provide Large Pay Roll

[EXCLUSIVE DISPATCH]

ANAHEIM, Aug. 30.—Work was under way today on the first units of the new factory of the Anaheim Glass Company, which marks the opening of the Anaheim industrial tract to the first manufacturers.

The forty acres was purchased here several weeks ago by the Community Industrial Land Company and the present construction marks the inauguration of an extensive campaign to build up the pay rolls of Anaheim, in which the entire membership of the Chamber of Commerce is interested.

That local business conditions are even more favorable than shown in the preliminary survey made by the land company was indicated when construction was started on two buildings in the first unit instead of one as originally planned.

FIREPROOF BY ORDER

The first building to be erected will be 60 by 140 feet, and will correspond with the ruling for all buildings on the industrial tract, which provides that they shall be built of fireproof material. Construction work on the unit is to be rushed as the manufacturers desire to start operation at the earliest date possible.

Thomas McBride, who with his son, Charles McBride, is financing the erection of the plant, has stated that the firm is finding a ready market for its product and believes the local factory will meet with immediate success. The manufacturers have a clear market in this section of the country, since the product consists principally of novelty glass.

FAMILIES EXPECTED

Starting with a small force of skilled labor, at least forty families are expected to be added to the population of Anaheim with as many more in prospect as the factory progresses. The initial pay roll of the plant will reach nearly $4000 and when the plant is operating at full capacity it will total approximately $7000 weekly.

Owing to unfavorable conditions, McBride will discontinue operation of the factory at Salem, and will utilize much of the machinery in the Anaheim plant. The company has sold their factory in Shreveport, La., and will center all their efforts on the Anaheim plant.

GREEN HUED GLAZED TILE MADE HERE

Pressed Brick Company Perfects Process After Numerous Tests

A green glazed roofing tile, produced by a one-burn process, thus reducing the cost of ordinary two-burn green glaze tile, is now being manufactured by the Los Angeles Pressed Brick Company at its Date-street plant, according to B. F. Cake, general superintendent of the firm's plants in Los Angeles, Santa Monica and Alberhill.

The new system of producing the green glazed roofing tile is the result of three years of chemical research and experimentation by Ross D. Plank and Max Compton, ceramic engineers of the Los Angeles Pressed Brick Company. According to Mr. Cake, the local concern is the third company in the United States to perfect the process, which makes use of materials brought from France, England, and the Eastern States of this country.

The green glaze on the tile is manufactured by a secret formula from China clay, feldspar and zinc, Mr. Cake said. In order to produce this color, the materials are mixed to melt at the proper temperature, and are then applied to the raw clay before it is deposited in the tunnel kilns for burning. The China clay is imported from England, the zincs from France, and the feldspar from the Eastern part of the United States.

New Office for Pioneer Paper Company Ready

The general offices of the Pioneer Paper Company, Inc., for more than twelve years at 247 South Los Angeles street, will be moved tomorrow to the newly constructed $100,000 administration building of the company, located at the plant, Fifty-fifth and Alameda streets.

The Pioneer Paper Company, which was organized in 1888, is one of the largest manufacturers of roofing and building papers in the West. A new unit of the plant was completed several months ago, making a total investment of approximately $2,000,000 in property, buildings and machinery. A felt mill, which produces the basic materials for roofing, wall boards and building papers; an addition to the roofing factory, and a new unit to the refinery, were completed recently. The administration building, which will house the executive, sales and promotion staffs of the company, was the final addition to be constructed.

Willis G. Hunt is president and founder of the Pioneer Paper Company, Henry Eichelberger, secretary and treasurer, and William Henry, vice-president and general manager.

BOARD HAS PICNIC

A second old-fashioned basket picnic was conducted yesterday by the Southwest Realty Board at Brookside Park in Pasadena. Several hundred brokers and salesmen participated in the many games provided by the committee in charge. The committee included A. F. Schuler, chairman; A. M. Bright, F. H. Heilman, J. L. Cottrell, W. D. Cochrane, R. W. Schoettler, W. H. Trinkle, T. J. Cochrane and J. H. Masinter.

CITY BUILDING MEASURE AIDS

Steel Unit Working Stress is Increased

Union Iron Works Official Lauds Change

Considerable Saving Seen in Construction

Robert Miller

Predicting an ever-increasing amount of industrial construction in the metropolitan district of Los Angeles due to the savings effected by the recently revised building ordinance, Robert Miller, vice-president of the Union Iron Works of Los Angeles, yesterday declared that the amended ordinance is one of the most comprehensive ever inaugurated in this city.

"The public has not as yet realized the tremendous savings now possible," Mr. Miller stated. "There is a reduction of 11 per cent to 20 per cent in the cost of steel for Class A buildings, an even greater saving in steel and steel joist Class B buildings, and similar economy in steel frame industrial buildings, where the percentage of savings is more nearly reflected in the cost of the structure.

POINTS CLEARED

"The new Los Angeles ordinance increases the unit working stress in standard structural steel from 16,000 pounds to 18,000 pounds a square inch. Initiated by John C. Austin, architect, to clarify certain points in the construction of the proposed Shrine Auditorium, this ordinance represents approximately eight months of effort on the part of those by whom it was formulated."

According to Mr. Miller, the plan for the ordinance was first presented in outline by Mr. Austin to several civic bodies, one of which was the Los Angeles section of the American Society of Civil Engineers. A committee formed by this organization, with Blaine C. Noice as chairman, met with an engineer from Mr. Austin's office, a representative of the Chamber of Commerce, and representatives of the Los Angeles building department, to consider the formation of a new steel ordinance.

PRICES DOWN

"The new specification of the American Institute of Steel Construction, which was published about that time, the latest reference books, eastern building ordinances, and the practical and technical experience of the committee, formed the basis for the new ordinance," Mr. Miller said.

Mill prices of structural steel to west coast cities have been reduced so low that the price at eastern mills is below the actual cost of production, according to Mr. Miller. This considerable reduction to the purchaser, together with the savings effected by the new Los Angeles ordinance, will be the incentive for a great deal of industrial construction in this city, a very large proportion of which will be of steel and galvanized iron.

Clay Products Firm Forced to Increase Output

[LOCAL CORRESPONDENCE]

SOUTH GATE, Aug. 30.—Although the California Clay Products Company has been in the manufacturing business in its present location here less than one year, it is expected that a second unit to the plant will be started within the next few months, as the initial plant is running to its fullest capacity in handling the company's present business.

The new plant was built last year and the equipment was moved into it from the old location on Santa Fe avenue, the first of the present year. More than 100 employees are now working in the plant, a number of them being women.

The company has ground and factory at the location here which is now valued at more than $1,000,000. The buildings in the first unit cover about one and one-half acres of ground. They are of the low sawtooth type.

LEASES REPORTED

Metcalf & Ryan Close Deals For Tenancy of Buildings

L. Burkhart of Metcalf & Ryan has leased to the Robert Baer Hat Company the three-story brick building on the northwest corner of Los Angeles and Eleventh streets for a long term of years. The building is now being extensively remodelled for the new tenants. The rapid growth of their business in the past few years has compelled them to take larger quarters and at the same time provide additional opportunity for future growth.

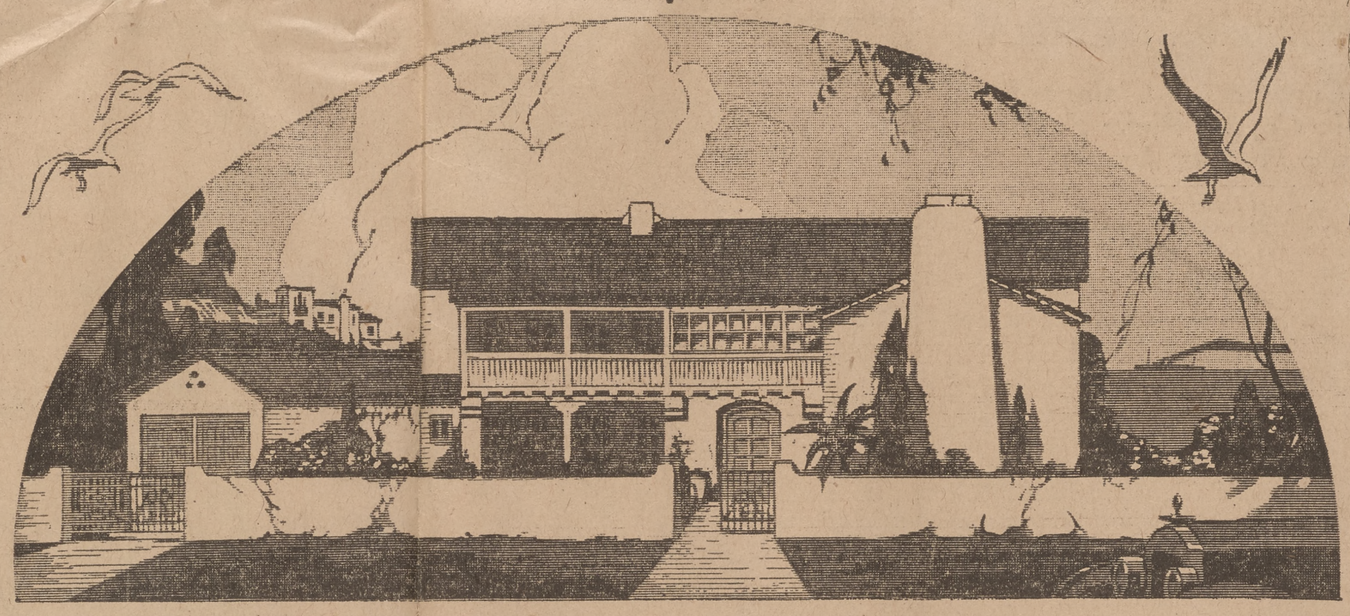
Mr. Burkhart also reports a lease to the Shannon-Sindos Company, wholesale men's furnishing goods, for loft space at 750 Maple avenue.

STRUCTURE PLANNED

J. W. Lewis Leases Fourth Street Property for Long Term

The J. W. Lewis Company reports the consummation of a long-term ground lease on the property at the northeast corner of East Fourth street and Omar avenue for the Christian Ganahl Company. The lessee is a local investor and his plans call for the erection of a modern building at an early date to be occupied by tenants engaged in wholesale, jobbing and light manufacturing lines. The property fronts fifty-five feet on East Fourth street and 100 feet on Omar avenue, present improvements consisting of old frame buildings.

Max Elsner of the Lewis Company handled all negotiations in connection with the ground lease.



HILLSIDE RESIDENCE UNDER CONSTRUCTION FOR MRS. CHAS. H. CHENEY

This house in a charming old Mediterranean style, was designed by Clarence E. Howard, Architect and City Planner of Redondo Beach and Syracuse, N. Y. Mr. Howard is also the designer of the new Palos Verdes Country Club (now under construction) and of a number of fine residences on Palos Verdes Estates.

Noted City Planning Expert *Builds Home* in Palos Verdes

THE PROFESSIONAL DUTIES of Chas. H. Cheney, national Consultant in City Planning, have given him ample opportunity for studying many residential developments in many parts of the United States, but it remained for Palos Verdes to make the strongest appeal of all—i.e. *the personal appeal.*

Mr. Cheney says that "Palos Verdes is my professional ideal of what a residential community should be. I am building my own permanent home there."

The erection of this fine residence, therefore, is expert testimony both to Palos Verdes itself and to the way it is being developed.

The New City has everything to make it the ideal residential community. A location beyond comparison, a climate, equable yet bracing—warmer in winter and cooler in summer. It has 3½ miles of coast line dedicated to the people and protected forever against private ownership. (Where else is this being done?)

Protective Restrictions guarantee the future surroundings of every home.

Improvements already in—gas, electricity, water (a natural supply, present capacity six million gallons daily), 20 miles of good roads, parkings, a nursery with over a million trees and shrubs (for city beautification), an 18-hole, all-grass Golf Course (completed) with its Club House building—free to all Homesite owners in Palos Verdes. There is also a Spanish Country Hotel, (La Venta Inn) for the social welfare of the community. These developments alone have cost over Two Million Dollars.

Homes and buildings in Palos Verdes to date, actually occupied or nearing completion, total $312,000.00 in building value alone.

Improvements under way—Three business Plazas, the 'Douglas Cut' (a stupendous engineering feat of coastline boulevard construction), 30 miles more of roads, hillside trails, bridle paths, bathing coves and 450 acres of parks and playground spaces which are dedicated to public use, in perpetuity. Sites reserved for schools, churches, markets, theatres, etc.

ALL THESE EXCLUSIVE FEATURES ARE GOING TO BE YOURS BY RIGHT when you live in Palos Verdes.

—and Homesites are still as low as $2000 to $6000 and up.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales,* Bank of America, *Trustee.* *Phone* VAndike 2481

BEST ROAD

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REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
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INDUSTRIAL TRACT BOUGHT

Forty Acres at Glendale Bring $160,000; Plan for Development is Approved

[EXCLUSIVE DISPATCH]

GLENDALE, Aug. 30.—A new record sale for industrial property was established in Glendale last week when A. L. Baird and a group of associates bought from the Glendale Industrial Syndicate a forty-acre tract lying at West Broadway and San Fernando Road for $160,000. The property will be divided into factory sites and the Southern Pacific is now laying drill tracks to each lot that will furnish every plant to be erected rail and shipping facilities. The cost of installing the tracks will amount to $35,000.

Baird and his associates have secured the approval of the Los Angeles city officials for the development of the tract and the planning commissions of both Los Angeles city and county have passed the program that has been submitted to them.

A right-of-way across the rear of the property has been set aside for the proposed truck highway that will be constructed through the San Fernando Valley to relieve the traffic congestion on San Fernando Boulevard, and Broadway will be extended to the property at the expense of the new owners. The pipe lines of the Associated Oil Company and the gas mains from the Kern county fields pass close to the tract and connection will be made with the gas mains to supply the factories that are to be built.

Applications have already been filed for sites by several firms and officials of the Southern Pacific declare that they will be able to bring enough concerns to the tract to dispose of the entire property within two years.

PRINTERS TO MOVE WORKS

Karstens Printers, for many years located at 131 North Broadway, are now established in new quarters at 366 East Fourth street, where a lease was secured through the agency of the J. W. Lewis Company in the one-story brick building owned by W. West Randall. Karstens is one of the oldest established printing firms in the city, having been engaged in the general job printing business since 1906. G. E. Karstens and H. Karstens are the members of the firm.

COFFEE FIRM LEASES

South San Pedro Street Building To Be Occupied

Through the W. Ross Campbell Company, business and industrial property brokers, the Farmer Brothers Company have leased the store-room in the new one-story brick building at 2107 South San Pedro street for a period of two years.

The Farmer Brothers Company are manufacturers of coffee urns with a factory at 780 East Eighteenth street, and they plan to establish sales and sample rooms in their new location on San Pedro street, which allows them 1080 square feet of display space. Negotiations for the leasing of the property were conducted by J. B. Wilbur of the W. Ross Cambell Company between George W. Riley of the Farmer Brothers Company, the lessees, and Leon Harter, the lessor. The lessees have taken possession of the new location.

Ready-Cut Home Company Opens Branch Offices

Additional offices to handle the distribution and service of erecting Pacific Ready-Cut Homes, have been opened during the past week, and during the last thirty days approximately twenty new offices have been opened. The latest offices are at Torrance, Oxnard, Calif., and Yuma, Ariz.

E. G. Ruggles, who has been in the real estate business in Oxnard for several years, has been awarded the distribution of Pacific Ready-Cut Homes for Ventura county and plans to erect an exhibition house in that city to serve as office and demonstration structure.

H. R. Raines, real estate dealer, located at 1212 El Prado street, Torrance, is to devote his time in the future to the sales and construction of Pacific Ready-Cut Homes in that city.

It is the plan of the local firm to have a minimum of 100 district offices operating before the first of the year, each of which will develop sales for building materials prepared in Los Angeles.

TOO BAD—PSYCHOSIS

"I see," says Mrs. Will Tell, "that one of the defendants in the notorious murder case in Chicago had a habit of going upstairs two steps at a time. And while that does seem evidence of pronounced mental unbalance, my son Doo has an even more alarming peculiarity. It is this: He dislikes water so much that to be brought into contact with a small basin almost throws him into symptoms of hydrophobia. Yet he will leap into a large pool and swim and splash with every manifestation of delight. Has anyone ever known a similar case?"—[Kansas City Star.

FORMALLY OPEN BANDINI UNIT

BY J. B. RANSOM
Managing Director and Director of Sales, Bandini Syndicate.

PRELIMINARY arrangements are being made for the formal opening of the fifth unit of the Bandini Syndicate Tract. This occasion is being planned with a view of inducing persons interested in the industrial development of Los Angeles to learn from their own observation what is being accomplished in that line in their own city.

J. B. Ransom

While the date for this formal opening has not yet been set, we plan to hold it in the very near future.

This formal opening will not only be instructive, but will be entertaining as well. There will be a band concert and a number of talks by men who are helping to make Los Angeles one of the most important industrial centers in the country.

Visitors at that time will be invited to inspect the new homes that are being built in the Bandini Syndicate tract. The new school building there will also be open to visitors. We will arrange to have guides take the visitors, also, around the tract and point out to them the plans for development and to let them see, too, what is being done in the Union Pacific Industrial tracts, the Bandini Industrial tract and the Central Manufacturing District, all adjacent to our subdivision.

Every man, woman and child in Los Angeles will be benefited by our industrial development, for without payrolls, this city will cease to grow. Few of them have taken the trouble to inspect these industrial tracts and thus to know first hand what has been done there and what they are assuring in the way of future development.

And not only that, but everybody who has planned to own a home, will learn much to his benefit by looking over the model houses that will be open for inspection in the Bandini Syndicate Tract. These include the model house built by high school students. It will be a model home exhibit that will more than repay visitors for the time taken to visit the tract.

Our representatives will be present to answer questions and, courteously, to be of all possible aid to visitors, but not to annoy them. It is not intended as a selling event but as an educational effort on our part for the benefit of the public.

Ordinarily, the visitor to the big East Side industrial community wanders aimlessly about with no definite understanding of the relationship between industrial tracts, their geographical location and the transportation facilities being developed. But on this occasion every question that may occur to them will be reliably answered.

PROFITS FOUND IN SEA KELP

The beds of the giant kelp on the coast of the Pacific Ocean are destined to supply inexhaustible quantities of raw material for an entire new industry manufacturing mainly carbon, potash and iodine.

Long before the World War started, certain concerns manufactured potash from kelp, but they all failed because of the high cost of production. The war boosted the price of potash to $300, and more, per ton.

Quite a number of large and small kelp plants along the coast were then pocketing the enormous profits from temporarily constructed factories without thinking of searching for by-products to put the potash business permanently on a commercial basis.

The desire for a home source of potash and independence from foreign countries regarding this product was then very strong with our Federal Government.

It realized that it would be necessary to develop by-products from kelp in order that potash could be manufactured and sold in competition with the imported article.

EXPERIMENTS ARE STARTED

In 1917, therefore, Congress authorized the Bureau of Soils, Department of Agriculture, to build and operate an experimental kelp plant of 100 tons daily capacity at Summerland, California.

Dr. J. W. Turrentine was appointed as manager. This plant was operated nearly five years at a cost of over $600,000. The results were more than satisfactory, as a number of valuable by-products were established as procurable from kelp.

One of them, the Decolorizing Carbon, is gained in such quantities and is of such a high grade and value that it puts potash in the second place, with iodine as a good third.

The "Flow-Sheet" of the Government chemist shows that 100 tons of raw kelp will yield 1500 pounds of carbon, three tons of potash and twenty pounds of iodine, besides some other chemicals in smaller quantities.

In his article entitled "Old Ocean's Ungathered Wealth," appearing in the "Nation's Business," published by the United States Chamber of Commerce, the United States Commissioner of Fisheries, Henry O'Malley, says about the giant kelp:

"It is a most remarkable plant, reaches a length of 50 to 75 feet, the last 20 to 25 feet lying on the surface of the water, and it can be harvested every three months without the slightest injury to the beds. The marine mowing machines with which kelp is harvested, cut the plant about six feet below the surface.

"The plant then dies down to the root stock on the ocean floor, but within the incredible short period of three months it has reached its full length again.

"The wonderful growing power of the kelp is due to the fact that it is an organism living in an ideal medium. It has no enemies that devour it, and it is not subjected to wind or frost.

"It produces no woody substance and no bark. The whole plant is one vast feeding surface and the sea water is its food.

"The mysterious thing about kelp is why and how it stores up such enormous quantities of potash. The amount of potash in a given volume of seawater is so small that it can barely be detected by chemical analysis.

Man could never profitably extract potash from the water for himself, but the kelp plant extracts it for him.

"Apparently it fills its veins with potassium chloride to prevent the invasion of sodium chloride or common salt, which is fatal to plant growth.

"In an equally mysterious way and for reasons which cannot even be surmised the kelp also extracts from the sea water the iodine which also occurs there in a minute proportion.

"The kelp beds may be regarded as vast natural potash and iodine factories. The human problem has been merely to extract these materials from the body of the plant and that problem has been thoroughly solved."

Dr. Turrentine states: "Today a kelp plant can be operated at a profit for the extraction of a single by-product which was not even considered before the experiments began.

"This product is the carbon (kelp char) and it is used in purifying sugars, syrups, organic acids and many other chemical preparations.

"It is now also successfully used for the recovery of gasoline from oilwell gases, benzole from coke oven gases, for the recovery of ether, acetone, alcohol, and many other solvents in large manufactures.

"It is further used to absorb disagreeable odors in slaughter houses and soap factories.

"It has been estimated that the kelp beds of Southern California alone are capable of supporting an industry with an annual production worth $15,000,000, and that all of the kelp beds on the Pacific Coast, between Alaska and Lower California, might yield $150,000,000 worth of potash, carbon and iodine annually.

"The import into the United States of these products amounts to about $40,000,000 per year.

"To follow up the good work of our Government and to convert these unlimited masses of kelp into the valuable chemicals mentioned, a number of Los Angeles business men have organized and incorporated the California Kelp Company, with a capital of $1,000,000.

"They have contracted for the possession of the patented kelp harvester, which cuts and loads about 100 tons of raw kelp in one hour.

"They also have secured an ideal factory site of five acres with 200-foot waterfront, protected from storms and in close proximity to the heaviest kelp beds on the coast.

It is planned at first to build a plant of 200 tons capacity per day and to increase this capacity later to 1000 tons.

"Later on, kelp drying stations will be erected along the coast, close to the larger kelp beds, to convert the raw material into char, which then will be shipped to the factory to be processed. This system will greatly reduce the overhead expenses."

Plan City Survey of Small Houses

For the purpose of reviewing small home construction activity in Southern California since January 1 the statistical department of the United Bonded Contractors' Association, an organization of small home builders, has undertaken a survey which when completed will be one of the most thorough ever made in this territory, it is said.

The survey, it is said, will show definitely how many California bungalows and duplex dwellings costing less than $25,000 have been erected this year in Los Angeles and surrounding communities. It will also disclose, officials of the organization say, the number of brick, frame, stucco and concrete houses which have been built this year.

Copies of the survey will be sent to all local banking institutions, mortgage houses and real estate firms.

BODGERS WIN GOLD MEDAL

Dahlia-flowered zinnias exhibited by John Bodger and Sons, El Monte flower seed growers, won the gold medal at the Royal Horticultural Exhibition held at London recently. The Bodgers raise over a square mile of flowers each year, taking great pains to have all varieties true to type.

Paper Company to Move Offices

The Pioneer Paper Company, Inc., will move its general offices tomorrow to the recently-completed administration building, erected at a cost of $100,000, at the site of the firm's plant, Fifty-fifth and Alameda streets, according to William Henry, vice president and general manager of the company.

For the last twelve years, the offices of the Pioneer Paper Company have been located at 247 South Los Angeles street.

Approximately $2,000,000 in property, buildings and machinery is invested at the plant site, Henry declared yesterday in announcing the removal of the firm's offices to the administration building, which will house the executive, sales and promotion staffs. Since the organization of the Pioneer Paper Company in 1888, the company has been steadily growing, until, today, it is one of the largest manufacturers of roofing and building papers in the West.

Additions to the plant, which were completed several months ago, include a felt mill, an addition to the roofing factory and a new unit of the refinery.

Officers of the concern are Willis G. Hunt, president, Henry Eichelberger, secretary and treasurer, and William Henry, vice president and general manager.

Specialist Tells How to Grow Garlic Here

In reply to an inquiry from J. F. McNeal, Los Angeles, will say that garlic is propagated by separating the bulbs into small bulblets and planting these separately in rows twelve to fourteen inches apart and from three to four inches apart in the row, either in the autumn or spring. In other respects cultivation is the same as for onions.

CARLIN G. SMITH'S, INC.,
INDUSTRIAL UNIT NUMBER ONE
IN THE HEART OF THE SANTA FE
AVENUE INDUSTRIAL DISTRICT

From 65c Per Square Foot

18 ACRES LEVEL LAND RUNNING FROM SANTA FE AVE. THROUGH TO ALAMEDA ST. SERVED BY SOUTHERN PACIFIC SPUR, CONCRETE STREETS AND ALL PUBLIC UTILITIES

35% Cheaper Than All Neighboring Property. If You Need New or Additional Factory or Storage Space, Investigate This.

Carlin G. Smith Incorporated

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AXridge 3716

Main Office
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A Paradise *for* Children

FATHERS AND MOTHERS of Los Angeles—

Do you realize that comparatively few of our children get even a fair chance to play as Nature intended they should? Modern city congestion makes for an entirely different childhood—where, for instance, have the old fashioned 'childhood's happy days gone? Where is the care-free, unconventional, open air life that we grown ups knew when we were kids? Where are the 'pirate ships' we used to sail—the 'secret caves'—the 'hunting grounds' we had?

City development has swept them all away. Concrete backyards have supplanted the trees and the meadows, and the playthings of yesterday have given place to emotional sex-movies, crowded amusement parks and deadly traffic jams.

Listen to the story of what Palos Verdes will mean to the children:

It will mean a perpetual vacation place because Palos Verdes can never be other than a restricted residential community overlooking a boundless vista of ocean, mountain and plain.

It will mean wide open spaces for play—forever—because more than 450 acres has been dedicated for parks, playgrounds, etc.

It will mean a public seashore—forever—because Palos Verdes has dedicated its three and one-half miles of coast line for the perpetual use of the people of the New City.

It will mean beautiful surroundings for all time, because over 90% of the total area is restricted to family dwellings, protected against business encroachment.

There are sites for schools, plenty of playground space, bathing beaches, hillside trails and every kind of outdoor sport.

For you Parents, there will be a Golf Course and a Club (restricted to residents) a Country Hotel (La Venta Inn), three Business Plazas, twenty miles of good roads, bridle paths and many social and recreational facilities.

Already Two and a Quarter Millions have been spent in improvements—gas, water, electricity are all there. A climate unexcelled safeguards health, and here you may find all the delights of the country and seaside plus every city convenience, and all this within easy distance of the greatest metropolitan city of the Southland.

Palos Verdes is the ideal vacation place for you, a Paradise for the Children, and the one outstanding permanent residential community which is making artistic development a thing of greater importance than mere commercial expansion.

—and you can still secure your homesite today at Original Prices—$2,000 to $6,000 and up.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales,* Bank *of* America, *Trustee. Phone* VAndike 2481

BEST ROAD
DRIVE to Redondo. Follow Redondo Esplanade to end—road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices. Private automobiles leave the Lane Mortgage Bldg. daily at 9:30 a.m.
Phone for a reservation.

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

POMONA
Tolton Company
285 N. Garey St.

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STORAGE COMPANY FORMED

Los Angeles and San Francisco Men Organize to Build in Six Leading Cities

To meet part of the strong demand for greater storage facilities, due to California's rapid growth in population, a $1,000,000 corporation has been formed by California men to build warehouses in six of the State's leading cities. The new firm is the Guardian Storage Company, and it plans to operate in Los Angeles, San Francisco, Oakland, Pasadena, Long Beach and San Diego.

This information comes from James A. Hool, a director of the new enterprise and also president of the Federal Securities Corporation, which is underwriting an issue of 100,000 shares of preferred stock at par value of $10. Other officers are: President, P. E. Sinclair of Los Angeles, president of the Pacific Warehouse Company; vice-president, S. M. Haslett of San Francisco, president of the Haslett Warehouse company; treasurer, Louis Sutter of San Francisco, vice-president of the Anglo-California Trust Company; secretary and general manager, F. B. Langstroth of San Francisco; directors, Paul McMullen of Los Angeles, vice-president of the Pacific Southwest Trust and Savings Bank, and Kenneth Montgeagle of San Francisco, president of the Souther Warehouse Company.

The fireproof warehouses will be of attractive design and will be located in residential districts especially in need of storage space for household goods. There will be private storage rooms, rug and trunk rooms, cold storage equipment for furs and vaults for silverware and other valuables.

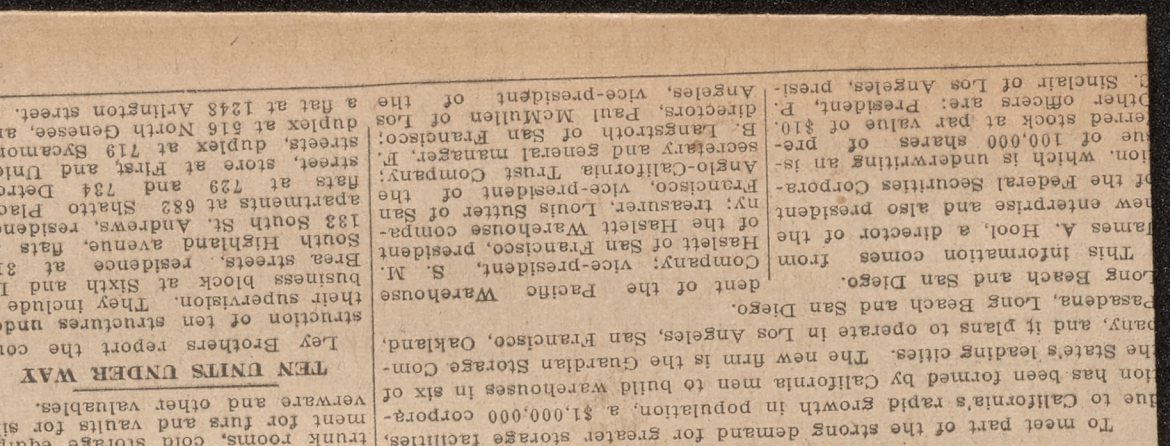
TEN UNITS UNDER WAY

Ley Brothers report the construction of ten structures under their supervision. They include a business block at Sixth and La Brea streets, residence at 314 South Highland avenue, flats at 133 South St. Andrews, residence apartments at 682 Shatto Place, flats at 729 and 734 Detroit street, store at First and Union streets, duplex at 719 Sycamore, duplex at 516 North Genesee, and a flat at 1248 Arlington street.

TATUM TO SPEAK AT NORTHWEST MEETING

C. C. C. Tatum, first vice-president of the Los Angeles Realty Board was in Yakima, Wash., attending the annual convention of the Northwest Real Estate Convention during its session from the 28th to 30th inst.

Mr. Tatum spoke before the convention, as did George E. Henry, editor of the National Real Estate Journal. H. R. Ennis, of Kansas City, president of the National Association of Real Estate Boards, of which Mr. Tatum is also a vice-president, came West to attend the convention, and Mr. Tatum will accompany him on a trip to visit real estate boards in Tacoma, Spokane and Seattle, before his return to Los Angeles September 5.



Proposed Main Plant.

Huge Cement Project

According to plans of the Columbia Cement Company, nearly 9000 acres of marble, limestone, clay and silica sand is to be worked and products from it manufactured in five plants proposed for either San Diego Bay or at the quarry site in Imperial county.

Being Pushed
Contractors' Society Reports
Heavy Investments
Water Impounding Projects
to Cost Millions

A vast amount of construction is planned for the West during the four remaining months of 1924, according to statistics gathered by organizations prominently identified with building industry west of the Rocky Mountains. The most reliable information is that gathered by the statistical bureaus of chapters of the Associated General Contractors of America, the national organization of big builders and engineers.

According to these bureaus there is a total of $14,325,000 involved in building permits for industrial structures alone in States throughout the West. More than $10,000,000 will be expended in the West during the last of this year on the construction of large dam projects, contracts for which have been let. A large sum will also be spent in the States of California and Arizona for the construction and improvements of irrigation projects. Some of the industrial buildings and dams included in the above figures are as follows:

Dams

Texas—Irrigation dam on the Nueces River, Cotulla, for the La Salle Company and International Great Northern Railway; cost, $2,500,000.

Oregon—Diversion dam at Klamath Falls, Or., for the California-Oregon Power Company; cost, $3,000,000.

California—Oakdale Irrigation District; cost, $814,520. Camp Far West Irrigation District dam at Auburn; cost, $125,000.

Buildings—Industrial

Texas—Bastrop Cotton Mills, Bastrop, brick and concrete; cost, $500,000. Kirby Lumber Company mill, Call, frame and brick construction; cost, $75,000. Cotton gin for Schiller, Boedeker & Batte, Cameron; cost, $50,000. Factory for American Sulphur and Fertilizer Company, Dallas; cost, $100,000. Cotton mill for C. R. Miller Manufacturing Company, Waco: cost, $200,000. Factory for Washer Brothers, Fort Worth; $50,000. Factory for Cummer Freight Company, Paris; $45,000.

California—Three fireproof mechanical labratory buildings for Consolidated Film Industry, Inc., Hollywood; cost, $2,500,000. Packing plant and warehouse for Cheek, Neal Coffee Company, Los Angeles; cost, $40,000. Power plant for the city of Glendale, $300,000. Manufacturing plant for Crystal Chemical Company, Anaheim, $350,000.

Ad. No.
Noted City Plan Expert etc
Title
Appeared in
La Times
Date
8/31/24
8/31/24
Si
Space 6/18.

BY ELMER GREY

ven on Hudson avenue. Elmer Grey is the architect.

essing rooms, garage with liv- quarters, electric refrigera- n and hot water.
The construction work will be under the direction of D. F. Harrison, while Miss Florence Yoch will have charge of the landscaping.

How to Cut Out the 'Extras' in Building

IF YOU want to make your home building dollars count, if you want full value for your money, then heed the advice of those who know, and first determine upon what you want in your home, what it will cost and then stick to it. Don't make changes.

Every architect and contractor knows from experience that one reason why building expense runs higher than estimates is due to changes.

Give the architect sufficient time to prepare complete plans and specifications. Remember that the architect must first build your home on paper before the contractor can estimate upon or build from the architect's plans and specifications.

Insist on complete, definite proposals based on the complete house, including plumbing, heating and electrical work.

To the sum total of these add for such incidentals as are not usually included, such as lighting fixtures, decorating, shades, draperies, furniture, rugs, grading, walks, drives, planting, etc., in order to get your total costs before you start your building operation.

With the advice and the assistance of your architect, invite only those contractors who are competent and honest to submit proposals, and who have demonstrated their ability to build the kind of house you have in mind.

If you hand pick your contractors before you take estimates, you are safe in awarding contracts to the lowest bidders—those really entitled to the work.

Having signed contracts with the various contractors, give no orders or directions to them.

All these must be transmitted through the architect, who, as executive in charge of the work, will know at once whether such suggestions involve extra work and material, and thus you will be fully advised and can avoid an "extra" if you choose.

In this article it is pointed out the relationship between the home builder, the contractor and the architect, and how by co-operation between these three factors in every home building operation, costs can be lessened and "extras" avoided.

Ad. No.
Paradise for Children
Title
Appeared in
Date
Space 6/18

$1.50 to $2.00 Wall Paper 50¢ roll

30 in. wide — all 1924 patterns

A Special Offering for This Week Only

Here's the most wonderful opportunity for home owners, for the paperhanger, for the interior decorator. Think of it, all of our 30-inch wide, 1924 wall paper patterns priced $1.50, $1.75 and $2.00 per single roll, now offered at **50c.**

This includes Tiffany tones, Tiffany tints, pastel shades, art patterns and a host of the very newest of the 1924 designs.

Understand these values, $1.50, $1.75 and $2.00, are the prices at which we have actually sold this stock heretofore. There is no old stock, not a lot of odds and ends. It is good, clean stock and the most attractive patterns imaginable.

Remember, these patterns are all 30 inches wide and the price is **50c** per single roll, though by a trade custom this wall paper is put up three rolls to the piece.

Six Piece Plumbing Set, $125

Yes, they are factory seconds, but the imperfections are of the very slightest. The set includes bath tub, low toilet, lavatory, kitchen sink, laundry tray, and combination gas water heater and tank, and that is practically all the fixtures you need for a small home. Everything to the rough plumbing is included.

C. C. Doors Specially Priced

We have a large stock of C. C. doors in pairs on hand and to reduce this surplus stock we are making special prices right down the line. See them, get sizes and figure accordingly.

Medicine Cabinets, 18x24, at...$5.50
Medicine Cabinets, 18x30, at...$6.00
Breakfast Nook Sets, $12, comprising a gate-leg table and 4 chairs.
Kitchen Cupboards and Cabinets, $30; Coolers, $12.

Front Doors, $7.00

Made with three vertical panels and six square lights above. They measure 3-0x6-8 and are 1⅜ inches thick. Priced for this week at $7.00.

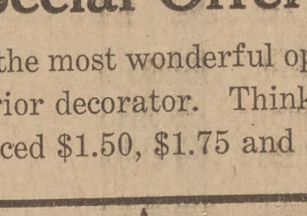
Colonial Doors, $2.25

Quite an exceptional value in Colonial Doors. They are of Oregon Pine (Douglas fir), size 2-6x6-8.

Buy Lumber Now

Builders have an exceptional opportunity at this time to secure well seasoned lumber, and with our own facilities for handling the stock through our yards, mills and dry kilns, you have every reason to be assured of the best in lumber when you buy it from us.

Bring in your lists and see us last. Our prices are always right.



Genuine Inlaid Linoleum, $1.30 Sq. Yd.

Remember this is the high quality inlaid linoleum in a big variety of patterns. There are absolutely no seconds in the lot and the price is $1.30 per square yard.

White Lead and Zinc Compound, 10c Lb.

Here's a special pricing on the "base" compound for mixing your own paint. Put up in 12½, 25, 50 and 100-pound cans. Prices while stock on hand lasts only.

De Luxe Enamel, $3.50

A high-grade enamel in white, ivory and gray. Gallons at $3.50; half-gallons at $1.85; quarter-gallons at $1.00 while quantity on hand lasts.

$6.15 Varnish Stains, $3.70 Gal.

Here's the material that makes interior finishing easy, as it stains and varnishes in one coat. Very popular for refinishing furniture. Regularly priced at $6.15 per gallon, now $3.70 in full gallons; half-gallons at $1.98; quarter-gallons, $1.05; pints, 57c; half-pints, 33c; ¼-pints, 18c. That's a saving of about 40%.

Save Money on Wheelbarrows Wheelbarrows at $5.65

The barrow you see pictured. Has wood stave tray,

tended by trademarkly

O DAILY NEWS

VENUE SCE

Camera Records Pro

IAT LEADERS SAY ABOUT IT

*I*nington and T
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Laud Assoc

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the Most Difficult of Canada

SES OF ON, OUTLINES PLAN OF ACTION, SOLICITS SUPPORT

Daily News Secures Inter

Angelus Music Co.

282 SIXTH STREET PHONE 1555

HEAR IT THIS EVENING. KNOCK ON THE DOOR—WE'LL LET YOU IN
The Radio Conservatory is in the Rear of the Store.

R-A-D-I-O

Console Phonograph

(A) IT'S SOMETHING NEW IN RADIO AND PHONOGRAPH COMBINATION.

(B) "Just turn a little arrow one way and it's a Phonograph; turn it another and it's a Radio—just like that."

IT IS HERE!

Have You Seen It?

SWEDISH FARMERS ARE WELL LIT UP— WITH ELECTRICITY

STOCKHOLM, Sept. 15.—While the utilization of water power for every purpose has been developing rapidly in Sweden during the last two decades, there is a strong tendency at present to convert the turbine power into electric energy for further industrial use. Thus factories are built hundreds of miles from the source of their power, and electric current is not distributed to all parts of the country but is exported to neighboring countries as well.

There are now 2,100 large power stations in Sweden, of which 10,000 horsepower or more for the country districts alone, there are several smaller plants using from 50 to 100 horsepower. Practically 90 percent of the Swedish farms have their houses lighted by electricity, and 50 percent of the Swedish agricultural machinery is driven by electric power. Within the country all the cooking is done by electricity, and it is expected that by 1930 practically all the cooking in the cities will be done by electricity.

Agricultural college students will be trained in judging cattle, contest in judging cattle will be held September 27, and the dairy products judging will come on September 29, on which day the boys' and girls' cattle judging contest will be held.

Judging contests will be held for boys and girls' calf clubs.

Agricultural college students will be trained in judging cattle, contest in judging cattle will be held September 27, and the dairy products judging will come on September 29, on which day the boys' and girls' cattle judging contest will be held.

Appeared

Tim Pet

Yesterday

This is a Reader' not an adv.

Golf ~ By The Sea!

A Palos Verdes Homesite secures a Membership in the only all grass, seaside course in the Los Angeles Vicinity.

PALOS VERDES Golf Club membership will be limited to landowners in the New City, an extra inheritance which comes with Homesite ownership. Unique in location, inasmuch as it is the only grass course on the coast line between Santa Barbara and San Diego.

From the beautiful Club House, now under way and situated on a wide sheltered mesa, you can look out across the Bay District to the Santa Monica mountains, or southward to Long Beach, while from 14 holes out of the 18 you will have a clear view of the Pacific, almost at your feet. Full championship length, over natural rolling land, with wide fairways and bent grass greens, it is the most distinctive and interesting spot for the golfer in all the West.

Golf Architect William P. Bell, its designer, says that Palos Verdes will call for the best the par player has and yet by no means be beyond the powers of the average golfer. Free from fog and extremes of heat and cold, it will be a year 'round course.

Homesites overlooking or in close proximity to the Golf Course are still available at original prices—$2000 to $6000 and up.

By the end of this year alone the New City will have installed over Two and a Quarter Million Dollars worth of improvements—miles of good streets, an abundant natural water supply (six million gallons daily), gas and electricity. Sites for business plazas, schools, parks, playgrounds, hillside trails, bridle paths, etc., are all part of the general improvement program.

And remember, all these exclusive features, as well as your Membership in the Golf Club, are included in the price of your Homesite.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: FIFTH FLOOR LANE MORTGAGE BUILDING, EIGHTH AND SPRING STREETS

HENRY CLARKE, *Director of Sales*

BANK OF AMERICA, *Trustee*

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Ad. No.
Western Ave
Title
Appeared in
San Pedro News
Date
Page 1½ Pages

WESTERN AVENUE SCE

SPONSOR DEFINES PURPOSES OF ORGANIZATION, OUTLINES PLAN OF ACTION, SOLICITS SUPPORT

Daily News Secures Interview With Charles Freeman Johnson as Service to Subscribers Interested in Big Project

(The Western Avenue Scenic Drive Association, its ambition, and objectives have been more or less obscured in the minds of San Pedrans ever since inception of the idea. Believing that opening of this new highway to the sea will be of great importance to this city, the San Pedro Daily News sought out Charles Freeman Johnson and presents today on this page his explanation of the project and how he expects to go about it. It is not to be inferred from the wide publicity this particular plan of development hereby receives, that Mr. Johnson or his method are indorsed and sponsored by this paper. The Daily News, however, is most heartily in favor of a Western Avenue-to-the-Sea highway and if public sentiment, as expressed in action by the chamber of commerce and other civic bodies representing San Pedro, favors this Scenic Drive association plan, then the unqualified support of the San Pedro Daily News may be relied on to the limit.—Ed.)

THE Point Fermin Improvement association, on June 5, 1924, adopted resolutions heartily indorsing the objects of the so-called Western Avenue Scenic Drive association and the proposed San Pedro City Planning Board.

These resolutions stated the objects to be:

"To furnish the educational publicity necessary to complete and beautify Western avenue from Hollywood to the Sea at White Point; to perpetuate the fame of this scenic drive among the world's famous boulevards, and also to assist in forming the San Pedro City Planning Board as a permanent organization to carry out the recommendations of the San Pedro City Planning Committee of 1921, in co-operation with all governmental, civic, educational, business and private interests."

The resolutions invited the co-operation of all therein; "with the view of making this sea entrance (San Pedro) to the city and county of Los Angeles indicative of the spirit of progress and enlightenment pervading the entire city and county."

Advance pages of "HARBOR PUBLICITY," the bulletin of the Western Avenue Scenic Drive association, published by Charles Freeman Johnson, its editor and organizer of the movement, show a remarkable spirit of co-operation developed throughout the harbor region and in uptown Los Angeles, from Hollywood to Wilmington, Redondo and San Pedro.

HARBOR PUBLICITY also shows that the objects of the movement, are not limited to Western Avenue alone, but they include all boulevard and highway development in what is termed, the "GREAT B. F. MacMullen, Charles J. Colden, Mrs. E. R. Brucker (PTAS), Mrs. Claude Anderson, C. W. B. Link and Thos. W. Grice.

CIRCLE," beginning with the Sepulveda Boulevard through the Bel Air tract, connecting up with the Mulholland Drive system, the Coast Highway from Santa Monica through Palos Verdes to White Point and Point Firmin and return via Western Avenue and other boulevards from Wilmington, including everything from the ocean on the west to the South Park Harbor Speedway on the east.

It is expected that the Western Avenue Scenic Drive Association will have several thousand members, as soon as its objects are fully understood.

An efficient body is to be developed which shall furnish in a specialized manner, the educational publicity needed to support the objects of the Los Angeles Traffic Commission in the consummation of its great highway plan—and furthermore, to extend this cooperation throughout the entire county, leading to a permanent county-wide organization.

Awakening of Civic Consciousness

Letters were sent out in the beginning by Mr. Johnson, to test the spirit of cooperation and among the answers received was one from Henry Clarke, of the Palos Verdes Estates, saying:

"The one big need of San Pedro and the entire harbor district is the awakening of a civic consciousness worthy of the name."

And this, Mr. Johnson has succeeded in accomplishing in such a remarkable degree that the Ministers are taking up the subject in the pulpit, discussing community progress through civic unity by means of the big spirit of "get-together," for the general welfare.

Rev. Thos. Grice, of the First Methodist Church, last Sunday week, in his Question Box found No. 1 to be: "What is the Greatest Need of San Pedro," and he expounded his interpretation of what he believed should be the purpose of the National Publicity for San Pedro proposed by Mr. Johnson, spreading the big spirit of the "get-together" to make our greater San Pedro everything it should be. Dr. Grice gave as the basis of "community consciousness worthy of the name," the "individual conscience," of the members of the community.

Roy Beaton Receives a Letter

Roy Beaton, Secretary San Pedro Chamber of Commerce, has received from Charles Freeman Johnson, Editor "HARBOR PUBLICITY," the following letter:

"Dear Mr. Beaton:

"Your attention is requested to letters on the reverse of this page, from Clarke P. Waite and Rev. Thos. Grice; also letter from Harry M. Carr in Special News Bulletin herewith, designating this the best publicity movement offered to San Pedro in eleven years.

"Also letters from the secretaries of the Wilmington, Torrance and Lomita Chambers of Commerce, from the Mayor of Los Angeles and many other authorities from the harbor to Hollywood favoring this movement.

"You have before you the offer of the Palos Verdes Project to loan San Pedro the services of their City Planning Staff, with letters of approval pledging the cooperation of the officials of the Regional Planning Commission, City Planning Commission, Playgrounds Commission and Los Angeles Traffic Commission.

As this matter is such a large question of public policy and the opportunity is so great for valuable national journalistic publicity for San Pedro, through public study and discussion of the subject, I am presenting the matter to the Committee on Public Policy, consisting of Robert G. Whitlock, George T. Porter, Mrs.

"Please note Mr. Colden's letter in the News Bulletin favoring this movement. Also the resolutions of the Committee on Public Policy herewith. Mr. Colden has repeatedly assured me that the work we are doing is greatly needed in San Pedro and requested me to continue this work, assuring me frequently that it should have the co-operation of yourself and of the Chamber of Commerce.

"For the information of the Committee on Public Policy, will you, therefore, please write to me immediately, stating your own personal attitude and opinion, in answer to the following question, namely:

"Question: Have you any objection to the plan of proposed citizens' committees shown on printed page three of this letter, for the study of this matter by the people of San Pedro, the plan being that of the American Civic Association, of Washington, D. C., as offered to the people of Galveston, Texas, and you now having before you the endorsements and pledges of co-operation of all our necessary City and County officials.

"Awaiting your prompt response, etc.,"

The plans referred to by Mr. Johnson in the foregoing letter, were published in the San Pedro Daily Pilot, Aug. 13, 1924, and said in part, quoting from City Planner Nolen of Cambridge Mass.:

"The purposes of city planning publicity are fundamentally of an educational character, and in order to secure substantial results in the formation of public opinion of any permanence, the publicity work and the general education of the public must be as extensive, thorough, systematic and persistent as the available funds and a well-considered program will permit."

"One of the purposes of city planning is that it enables the community to plan ahead. The American Civic Association recently prepared a letter to the citizens of Galveston on a plan for the future, in which the statement appears . . . 'What then, are some of the purposes of city planning that need to be advertised in a popular fashion?

"'Here are examples:

"'To relieve traffic congestion.'"

"'To add to safety.'"

"'To enlarge and refine pleasure.'"

"'To help the child.'"

"'To stabilize property values.'"

"'To add to the amenities of city life.'"

"'To improve public health.'"

"'To contribute to home and family life.'"

"'To lower the tax rate.'"

"'To make city life less drab.'"

"'To give every citizen a square deal.'"

"Publicity"

"Publicity in connection with town and city planning must endeavor to make such purposes as these widely known and identify them with city planning."

"Methods to Be Employed"

The chief methods to be employed in a publicity program for city planning are much the same methods as for any other program. They may be set down—

The daily press.

Magazines, reports, circulars, technical publications, text books for schools, popular treatises, public meetings, lectures and addresses, the forum, the debate, sermons, exhibitions educational films and moving picture stories, radio.

"Definite Program"

"Under Harland Bartholomew, City Planner, a definite program for St. Louis was adopted in 1916. Mr. Bartholomew states: 'I believe a citizens committee should be a continuous body if it is possible to keep it alive, and that its function should be continually to promote the city plan to prevent its violation for political or other reasons.'"

"The results in St. Louis have been obtained by careful, continuous educational work and diligent, unselfish attention by the members of the commission, who serve without pay, and by the excellent support and co-operation of the municipal administration and the Mayor."

"Office Organization"

"The office force consists of one engineer, one architect, a secretary, a stenographer, two draughtsmen and an office boy.

"What conclusion, then, may one draw, from these selected records of the work of citizens committees?

"1. That they can start something. In fact, that they are more often than not the best method of beginning city planning in a community.

"2. That one of the consequences, usually, of the existence of a live citizens' committee is the establishment of an official city planning commission.

"3. That a citizens' committee can frequently raise the necessary funds and produce a city plan and hand it to the official commission when the city government itself is too immersed in the routine administration of a city to think in terms of broad city planning or future city development.

"4. That the logical agency for an educational campaign and publicity for city planning citizens' committee first, a all the time. The offi planning commission o something in this directi should do more than is done, but because of its ve ture the citizens' committee a better position to act a better qualified for the educ of the public.

"An investigation of the w of a larger number of citize committees and a more thorou study of differences in aims, o ganization and results, would, doubt, warrant other conclusion of importance. Such a study would disclose certain principles of value and be suggestive and instructive in many ways, al though it would be an error, I believe, to look forward to anything approaching a set plan of action for local committees or a standardization of methods. In such a movement as city planning the local conditions prevailing in each city are different, and the best plan of procedure will be one based upon and reflecting those conditions."

What Answer to the Offer of the Palos Verdes Estates?

"What reply do you think should be made." Mr. Johnson was asked, by the News representative, "to the offer of the Palos Verdes Estates regarding their city planning staff?"

"I feel," said Mr. Johnson, "that the instinct of courtesy which all intelligent people naturally feel in response to a friendly offer, requires that the San Pedro Chamber of Commerce should without any further delay respond to the invitations of Point Firmin Improvement Association of June 5 last, and the resolutions of the Board of Directors of July 10 last, both inviting the Chamber, representing the people of San Pedro as it assumes to do, should join with the aforesaid bodies in acknowledging this friendly offer of the Palos Verdes Estates and of the Mayor and all the many city, county and civic officials, who have proferred their friendly co-operation, and at least say: Thank you, friends, we appreci-

Camera Records Prog

Courtesy Publicity Committee, Western Avenue Scenic Drive Association

I—Malaga Cove District, Looking North toward Crescent Bay.
II—Residence of Mrs. J. V. Walden.
III—Part of Palos Verdes Water Supply. This well produces 3,500,000 gallons daily.
IV—Residence of Mr. and Mrs. H. H. Towle.
V—Resid Mc
VI—La V Cres

Smart Shoes for Women

CHWOLFELT CO.
The
BOOTERY

LOS ANGELES
PASADENA
SAN FRANCISCO

Rich silks and embroideries, beaded, carved coach and room trays, lamps, jades, crystals, cloisonne, etc.

Gifts from MILNOR'S

Few people realize the difficulties encountered, dangers risked, to bring from China, where unrest is rampant, the beautiful things shown at Milnor shops. Come in today and see them. You may leisurely inspect everything we have to offer.

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27

Advance fall modes

Blackstone's
BROADWAY AT NINTH

The Georgian Dining Room

The Serendipity Antique Shop
BAKEWELL DAVIS, Proprietor
26-30 South Los Robles Avenue Pasadena, California
Fair Oaks 7111

also San Pedro Daily News 10/22/1924
San Pedro Daily Pilot

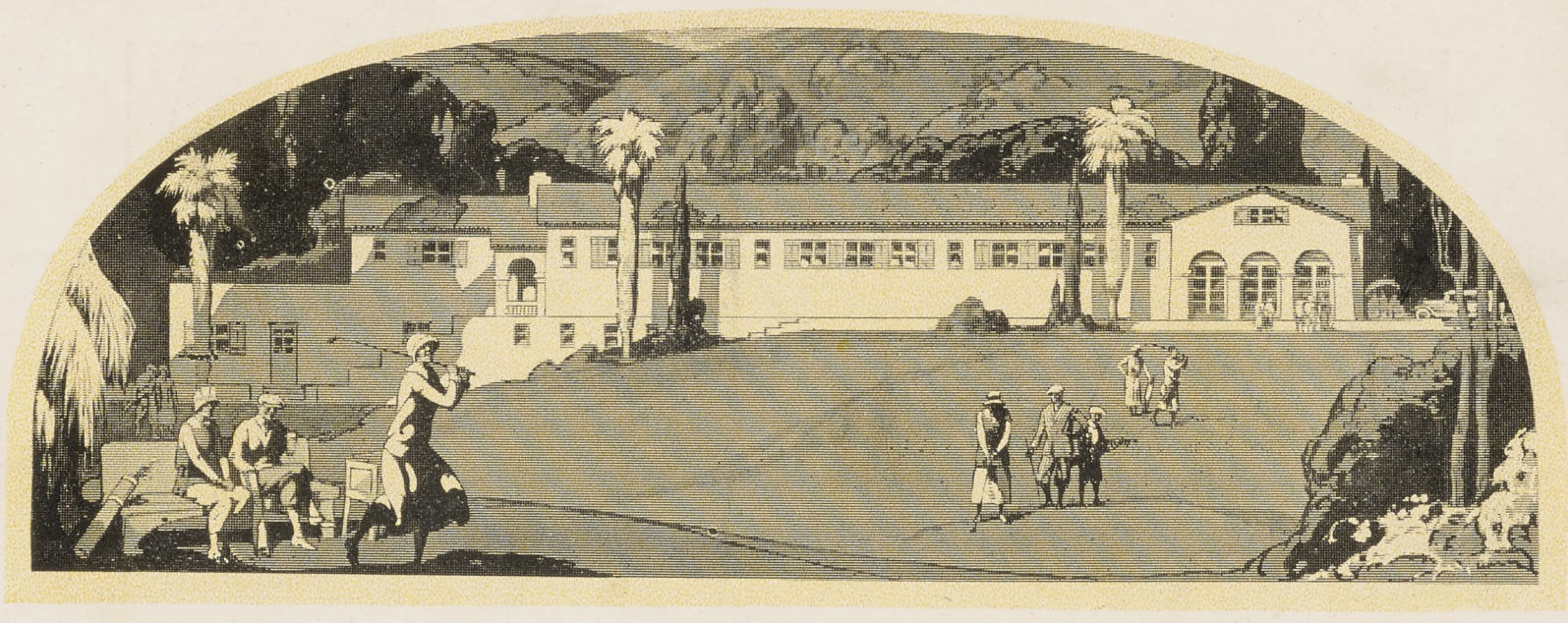
Space Page in each.

Ad. No.

Golf by the Sea
Title

Appeared in Calif. Southland Date Sept. 1924

Space Back Cover Page



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PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., *EIGHTH* AND SPRING STS.
HENRY CLARKE, *Director of Sales* LOS ANGELES BANK OF AMERICA, *Trustee*

Sylvia Farnham

DRIVE OBJECTIVES NAMED

In Famous Palos Verdes Project!

STATES

Mrs. J. C. Low.
distance.
Twenty miles of
st line.

VII—Residences of Mr. R. Shipkowsky and J. E. Carrillo.
VIII—L. A. Examiner Prize Home in Palos Verdes.
IX—Bridge Constructing Starting. Via Campesina.
X—Three Fairways of Palos Verdes Golf Course.

OPENING OF WESTERN AVENUE PROVIDES IMPORTANT LINK IN GREAT CIRCLE OF BOULEVARDS

Project Endorsed by Leaders in Scores of Southland Communities, Declares Charles Freeman Johnson, Publicist

By CHARLES FREEMAN JOHNSON

NINE HUNDRED THOUSAND DOLLARS is an enormous sum for a single community ownership to expend in constructing boulevards upon its own property of 8200 acres, as has been done by the Palos Verdes Estates.

It has an enormous moral effect, in addition to its economic value as a link in the GREAT CIRCLE of boulevards, beginning with the Sepulveda boulevard and Mulholland Drive system on the north. The Great Circle reaches out to the Coast highway through Santa Monica, Redondo and Palos Verdes on the west, to Whittier, Pomona, Riverside and San Bernardino on the east, to Long Beach, Wilmington and San Pedro on the south, traversing all north and south boulevards from the mountains to the sea, Hawthorne, Cypress, Western, Normandie, Vermont, Figueroa, Broadway, Main, South Park and others.

Twenty-five miles of Palos Verdes roads have been completed at an average cost of $36,000 per mile. This work was gigantic. To clear away a single obstruction took four months of drilling with a well-drilling outfit at Douglas cut, near Rocky Point, south of Redondo. Sixty tons of dynamite costing $25,000 was then exploded in a single blast, removing nearly 300,000 cubic yards, mostly rock. This rock provided surfacing material for many miles of road.

When completed this cut will open nearly five miles of road which will eventually become part of the Coast highway from Santa Monica to Point Firmin.

Another road of especial importance, is the Miro road of the Malaga Cove section connecting with the highway between Redondo and Long Beach. This gives residents of San Pedro and other eastern points quick access

The utmost co-operation was extended to the county road department by the Palos Verdes Estates in the opening of Western Avenue to the sea, through Miraleste and the grading on their part of the work through Miraleste was completed simultaneously with the county work.

The Palos Verdes road plan has set a new standard for Southern California. The main roads are 180 feet in width, "double barreled," planned to care for traffic development of the years to come. Traffic congestion will never be a problem in Palos Verdes.

The great task of planning and laying out these roads along the contours of the beautifully terraced hills, overlooking the Pacific, was under the experienced supervision of the famous landscape engineering organization of Olmstead Brothers.

This noted firm has exercised a powerful influence upon the art of landscape gardening throughout the United States, through their work in park designing in Central Park, New York City, the Chicago World's Fair and scores of other important works.

Road-building is but one feature of their many-sided work. Horticulture and gardening are vital factors.

Under the direction of J. F. Dawson, resident manager for Olmsted Brothers, hundreds of thousands of plants of many varieties are being propagated, in the big nurseries of the Palos Verdes Estates, ready to transplant when the rains come.

"Simple and natural planting will be maintained as far as possible," said Mr. Dawson, "but we are not confined wholly to native California plants. Many trees and shrubs from Chile, Australia and New Zealand have proved adapted to California—some of the eucalyptus, acacia, Lebanon cedar and deodar. Backgrounds are being made of thick forest growths of Monterey cypress, Monterey pine, fronted with dogwood and other flowering shrubs as found at the edges of Eastern woods, decorative trees such as acacias, oleanders and broom.

"For color effects, giving a succession of flowers throughout the year, we have planted sea lavender, creeping lantana, seaside morning glory and other plants of this character.

"To cover steep graded banks, left by road construction," continued Mr. Dawson, "we are planting myrtle, ivy, with groups of shrubs such as Spanish and Scotch broom, laurestinus, big nonias, Cherokee roses, jasamines and creeping honeysuckle."

Homesite Owners of Miraleste

Among the purchasers of property in Miraleste are the following.

San Pedro: Mrs. John Wehrman, B. F. Suiter, M. L. Campbell, Jessie D. Robins, Francis M. Horner, Harry Lanzer, Jas. P. Chiodo, John Stemler, T. M. Hyatt, Z. T. Snyder, J. S. Gwaltney.

Long Beach: Rev. Oliver Jay Fairfield, Mabey Berry, Mabel Lindgren, W. A. Williams, Leo K. Haynes, C. C. Spencer, Mrs. W. A. Brock, Mary A. Peters, Harry I. Shaefer.

Hollywood: Peter Vandermeed, Ezra B. Rider, Burton H. Rider, C. F. Walker, Torrance; A. H. Dawson, Redlands; A. E. Bernhard, MacFarland; H. K. Davidson, Bakersfield; C. R. Combs, Montebello; Marion Craig Wentworth, Santa Barbara; M. E. Connelley, Los Alamos; Dr. Jas. A. Gafford, Huntington Park; Chas. Briner, Las Vegas, Nev.; Mrs. Etta Roemer, Santa Barbara; Geo. Richard Keene, San Francisco; C. B. Hayden and Dr. G. E. Fuller, Lomita; E. C. Hammond, Hastings, Neb.; Harold G. Reed, Pasadena, and S. J. Tilden, F. B. Fritz, R. R. Struthers, Emily B. Carter, J. T. Whedon and others of Los Angeles.

EDITOR URGES HUGE FETE TO MARK OPENING

Neptune, Thief of Bagdad Carnival Suggested A La Mardi Gras

By DON BLACK

Imagine Western-Avenue-to-the-Sea!

Imagine jubilant San Pedro, Hollywood and the dozens of intervening communities joining in a monster celebration to signalize this happy consummation of pioneer dreams!

Imagine Neptune, ruler of waves and wind and sea, enthroned in the Palos Verdes hills, a mighty retinue of attendants surrounding his dias!

Imagine the picturesque, bounding Thief of Bagdad, followed by colorful hordes from an Arabian night, approaching on the broad highway!

Imagine the scene of splendor to ensue as the eagle eye of hoary Neptune sights the approaching procession and the ancient monarch straightens to the majesty of his years, a thunder of command galvanizing to attention his nymphs and courtiers of the marine to honor the approaching guest!

But see! The legions of the daughty Thief have halted and with head erect theft leader steps forth, while his maritime majesty steps down and with stately tread advances to greet his distinguished visitor.

The Thief bends knee, inclines his head in a sweeping bow. But Neptune bids him rise. They embrace.

And then from the traveler's ranks steps forth a delegation bearing gifts of tribute.

The emperor accepts them with pride and pleasure, then raises his sceptre. At the gesture and signal pandemonium breaks out.

The waiting throngs rend ranks and descend on the travelers in wild tumultuous welcome, the air fluttering magically with streamers, with ribbon, banner and multicolored bits, with song, with laughter, with life and joy and hospitality.

As though conjured from the earth a feast spreads round about, with host and guest as one sitting down to sup in celebration of the happy occasion.

Imagine this revel, fete, Mardi Gras, on the Palos Verdes hills above San Pedro!

Western-Avenue-to-the-Sea is coming. Already many milestones have been passed. There may be delays, but eventually to San Pedro with a broad scenic highway, most western route to the harbor, will be a reality.

When it is, what could be more fitting than a monster celebration, with Neptune and all San Pedro as his attendants greeting Hollywood, northern terminus, in the person of the Thief of Bagdad?

What do you say, San Pedro?

Membership Drive Is Launched by Chamber of Commerce

Increase Chamber of Commerce Membership

Why, just stop and think—look and listen—our Chamber of Commerce only has 500 members, less than ONE PRECENT of the population. It should have at least double its present membership and that would be less than TWO PERCENT of the population. And the Great Spirit it would roll up would more than double the efficiency of our San Pedro Chamber of Commerce."

"I believe it is squarely up to the Patriotic, public spirit of the Daily News and the Daily Pilot to drive home into the hearts and consciences of the Secretary, the President and directors of the San Pedro Chamber of Commerce, this larger idea of what should be the scope of their efficiency and let us all join to attain this result through the big new spirit of the greater "get-together" of the WESTERN AVENUE SCENIC DRIVE ASSOCIATION movement.

Highway Improvement and City Planning

"Highway improvement is, of course, the prime consideration of city planning. The object of the GREATEST CITIZENS PUBLICITY COMMITTEE and the proposed San Pedro City Planning Board, is to arouse a new interest on the part of all citizens, upon the importance of more road entrances into San Pedro. Attraction should be concentrated on Vermont Avenue—get it here without delay. Moneta, Broadway and Figueroa streets must and will be extended here. South Park Harbor Speedway into Canal Street, Wilmington, is vital. Widening of Anaheim Street must come. Hawthorne Boulevard should be speeded up. The Coast Highway around the Palos Verdes needs constant attention.

Point Fermin Improvement Association to Increase Membership

"The Big Spirit has caught the Point Fermin Improvement Association. Their members are attending the meetings in force. New members are coming in. At their last meeting a resolution was adopted requesting the Publicity Committee to conduct a campaign to increase the membership of that association, which has become affiliated with the Greater Los Angeles Improvement Council of thirty Improvement Societies throughout greater Los Angeles.

Membership Drive

Divide this into permanent sub-committees to study into various branches of the subject and give San Pedro the benefit of the National Publicity she can get out of this wonderful educational body, certain to attract attention throughout the whole United States—yes—all over the world. Let this committee co-operate with all the standing committees of the Chamber of Commerce and cause a resurrection of spirit in that body that shall enable it to double its membership.

"Simply do something, anything and reciprocate the friendly spirit of your offer."

"Do you think the offer of the Palos Verdes City Planning Staff should be accepted?" Mr. Johnson was asked by the News representative.

"There is nobody at present with lawful authority to accept such an offer, or even to pass upon it on behalf of the people of San Pedro. The matter should be referred to the people. It is a great opportunity for the people to study into city planning and learn what it means. Several months of study and discussion of this subject by the people is needed, with the co-operation of all our present city planning officials, before intelligent judgment could be rendered.

"These city planning officials have already in writing pledged their co-operation with the idea.

"No real friend of the people of San Pedro would throw any obstacle in the way of giving this opportunity to the people here.

"Such study would fill the minds of the people of San Pedro with the big spirit of "get-together" as advocated by Rev. Thos. Grice, as nothing else ever could. It would be, as Abraham Lincoln said: "A central thought around which all minor ideas revolve." It would be consistent with his principle, when he said: "We the people the facts and let people decide for themselves; people may be expected to blame, but we can trust the in the end to wobble right."

Form the Committees

you any definite idea" son, "as to how to subter to the people, how the citizens committees, Mr. Bartholomew, cost, or necessity for y?"

ruredly," said Johneasier; the committically already formhy and enlightened San Pedro will husiastic citizens re more than a and professionors, and women Greater Citizens e of 100, or t any cost for

GOLFER TALKS NEW LINKS AT PALOS VERDES

Will Have Historic Atmosphere of Real Scotch Coast Courses

When the new Palos Verdes course is open for play, Southern California golfers will find that a course with a unique personality has been added to the list of the famous links for which Southern California is known. Its contours, and its proximity to the sea, according to men familiar with the historic courses of Scotland, give it more of the real Scotch atmosphere than any of our other present Southern California links.

Fourteen out of the eighteen holes of the Palos Verdes course are in actual sight of the sea. The sea breeze, fresh from the Pacific, makes the course ideal for summer play, for temperature records taken for many years show that the summer heat never reaches a point to cause discomfort. The breeze is practically always from the ocean, and this was taken into consideration by William Bell when he laid out the course. The entire 157 acres which the course occupies slopes towards the sea. The down hill shots are all into the prevailing winds, and the golfer will have the wind at his back on the up hill shots.

Natural hazards were made use of on the Palos Verdes course to a degree perhaps unequaled on any other Southern California course. It was unnecessary to add but very few artificial hazards to those provided by nature in the shape of the small barrancas and the larger canyons into which the lower end of the course extends.

The men who planned the Palos Verdes course felt that its location offered an unusual opportunity to make one of the finest courses in Southern California from every standpoint, and as a consequence, neither money nor effort was spared to realize this ideal. The popularity by golf increases each year in such amazing fashion as to make imperative the addition of more courses to the number of those already in existence in Southern California, and there is little doubt that the new Palos Verdes course will quickly attain great popularity.

There will be no sale of memberships in the Palos Verdes course.

Membership is restricted to the property owners of Palos Verdes and accrues to them with the purchase of their property. For a time, however, suitable arrangements will be made to open the course to the public through the payment of a small green fee.

MODERN ART IS AN EXPRESSION OF INNER SELF

Pre-War Paintings of Women's Figures Supply Plenty of Material

BERLIN, Sept. 15.—If the school of painters which now has the upper hand in Germany prevails, the artist's model will have to look for another job, in the opinion of Professor Ludwig Justi, director of the National Gallery of Berlin.

"We are living in the age of 'expressionism' in art," Director Justi observed. "That means that the artist does not try to imitate and copy nature, but that he throws upon the canvas a revelation of his inner self. Thus many of our modern masters paint the figures of human beings without having any model before them. They say that the old masters used models, and that there is nothing more for the rising generation of painters to do along that line. With all the photograph-like portraits that we have of women in every position and attitude, who in the world cares about additional pictures?

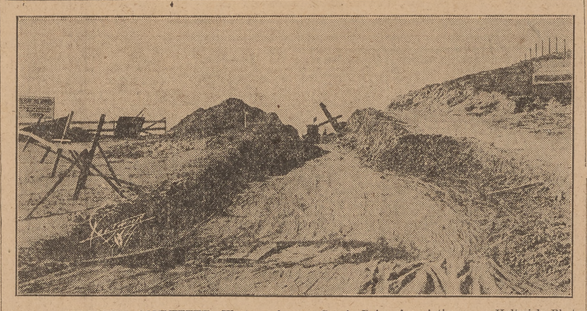
"What the post-war generation is looking for is the expression of personal life, of personal experience, of personal feeling," the director declares. "The growing generation of art lovers has experienced the sufferings of the world war, and it is now living in a period of unrest, of searching and seeking for the new, of casting out the old. The 'expressionistic' school of artists therefore appeals to the young people."

While believing that the "expressionistic" is the dominant art of the moment, Professor Justi is by no means sure that it will prevail. "Art is the expression of the feeling of a people in a given period," he observed. "Also, modern life moves in contrasts, and the pendulum swings much wider and more quickly today than formerly."

DEADHEAD STUDENTS WILL BE DISMISSED

GOETTINGIN, Sept. 15.—Officials of Goettingin university recently announced that they intend to clear the roll of "deadheads." It was said that the tuition fees of 900 have been overdue since the beginning of the summer term.

Where the Famous "Hump" is Cut Through



Courtesy PUBLICITL COMMITTEE, Western Avenue Scenic Drive Association. Holtwick Photo

This improvement was the result of more than two years of effort by the Point Firmin Improvement Association. After working continuously with all city, county and Federal authorities, to have the improvement made to take out the "hump" in this road, a citizens' committee was formed by the Point Firmin Improvement Association, subscription started and proposition for the work secured from C. R. Butterfield, contractor, by R. G. Dupuy, secretary. At this juncture, Mr. Henning, president of the Chamber of Commerce, then took the matter up, and securing a final donation of $750 from the Palos Verdes project, the deal was consummated and the new low grade road is now finished, ready for oiling and graveling, which the city department has agreed to do.

WORLD FLIERS ARE WELCOMED IN WINDY CITY

Chicago Whistles Shriek Greeting as Birdmen Come From Dayton

BULLETIN

AIR MAIL FIELD, Maywood, Ills. Sept. 15.—Lieutenant Lowell H. Smith and his around the world flying companions descended at the United States air mail field here at 12:55 p. m., completing their trip from Dayton in two hours and 55 minutes.

[By The Associated Press]

CHICAGO, Sept. 15.—The world fliers arrived over Lower Chicago at 12:34 p. m., flying northwesterly along the lake shore toward the downtown district.

Thousands watched the arrival from the roofs of skyscrapers from the new municipal stadium in Grant park and other points of vantage near Lake Michigan.

Whistles shrieked as the fliers soared over the shore line and boulevards and parks held their quotas of the spectators.

DAYTON, Ohio, Sept. 15.—The army world fliers took off from McCook field here at 10 a. m. for Chicago, where they will remain over tonight, proceeding tomorrow to Omaha on their transcontinental flight, which will end at Seattle.

The aviators had perfect weather conditions for their 250-mile hop to Chicago, which they expect to make in a little over three hours. The planes were thoroughly overhauled and reconditioned during the week-end stay here and the three pilots and their mechanicians were in top spirits this morning after their two-day rest here.

The world fliers, with an escort of five planes, reached the downtown district at 12:38 p. m., the three army planes flying in close formation. Fire escapes, as well as skyscraper tops and windows of tall buildings, were packed with people. In the new stadium in Grant Park a large throng witnessed and cheered the arrival.

DAKOTA CABIN OF ROOSEVELT PUT IN STONE

Medora Village Wishes to Preserve House in Which Leader Recuperated

BISMARCK, N. D., Sept. 15.—The Roosevelt Cabin, once occupied by Theodore Roosevelt when recuperating at the old Maltese Ranch, seven miles south of the village of Medora in the Little Missouri Bad Lands of North Dakota, is to be preserved, in a fitting shrine, according to the State Historical society of North Dakota.

Lewis F. Crawford, curator of the society, is preparing plans for a stone shrine of stately and substantial design to be erected over the building. Assistance thru popular subscription from every state is being considered, Mr. Crawford states, owing to requests from all sections for the shrine's establishment.

The cabin has historical interest in North Dakota and the northwest. No other building in the state has traveled as much. It was taken from the Maltese Ranch, where it had stood for more than 20 years, and shipped to the St. Louis Exposition in 1904. At the close of the exposition, the cabin was returned here and set up on the capitol grounds.

The building is constructed of pine logs, cut on the upper waters of the Little Missouri in 1880-81.

"Y" BOOSTERS PLAN MEETING AT ROBAL INN

Local Secretary and Harbor Leaders to Confer Over Plans

Plans for the new $750,000 Army and Navy "Y" building in San Pedro will be discussed at a meeting tomorrow noon at Robal Inn, attended by Secretary I. W. Larimore, L. S. Anderson, chairman of the local association's board of directors; Clark K. Cook, executive chairman in the recent drive; members of the chamber of commerce "Y" committee and others interested.

General Secretary H. F. Henderson and Secretary Larimore are considering plans received from New York which include special provision for fleet boxing and wrestling activities and for shore quarters for medical officers detailed to attend families of enlisted men and officers.

Social Patio

A large social patio of Spanish design in the center of the building, 50 by 50 foot gymnasium, 324 dormitory rooms, laundry, cafeteria and club rooms are some of the features of the building as proposed in the plans now being studied.

Team workers will meet October 1 to turn in to Chairman R. H. Ballard final reports on the $1,500,000 campaign.

Germany bought more than 50,000,000 pounds of prunes grown in this country during the last year.

Australia is buying more American auto trucks than any other country, with Spain second.

TUG ABANDONS SINKING BARGE

Mountainous Seas Wash Over Towed Scows En Route to San Pedro

After encountering mountainous seas that water-logged one of the three barges in tow and compelled leaving it at Manzanillo to avoid its sinking, the Red Stack tug Sea Ranger was today on her way from San Pedro harbor on the last leg of a long sea voyage from Balboa, Canal Zone, to Oakland.

Reports that the Sea Ranger arrived here almost without fuel and water and in a battered condition were branded erroneous by the local offices of the Red Stack line. The tug took on oil here before continuing up the coast, however, it was said.

The Sea Ranger went alongside the foundering barge once and pumped out the water that had washed into it, but was obliged to abandon it at Manzanillo, it was stated. The chain tow line between the barges caused some extra work in the outer harbor here.

WHAT LEADERS SAY ABOUT IT

Wilmington and Torrance Chamber Secretaries Laud Association

Lou W. Johnson, Secretary Wilmington Chamber of Commerce, writes:

"It gives me great pleasure to add another endorsement to the many you have received for the excellent work your association has been putting over. The mutual interest of all the component communities, from Hollywood to the Sea, is at once apparent and should not require any extended argument to convince any group of forward looking citizens of their duty and obligation toward your project."

Harry F. Gadeke, Secretary Torrance Chamber of Commerce, also writes as follows:

"Our Board of Directors has unanimously endorsed the objects of the Western Avenue Scenic Drive Association and instructed our secretary to co-operate with you in the matter of our committee to attend your meeting and further its objects. The people of Torrance are, of course, intensely interested in united real action towards speeding up the completion of all the roads and boulevards to the harbor, with their intersecting connections. Western Avenue, running as it does the entire length of the boulevard system of Los Angeles, from the mountains to the sea, with its connections from the ocean at Santa Monica, Redondo and other points, through to Anaheim and San Bernardino, many of these roads passing through the city of Torrance, will make Torrance a central point for traffic in all directions from every part of Los Angeles County. I can assure you that Torrance will heartily co-operate with an efficient body that will concentrate upon definite work for the achievement of these objects."

From John W. Welte, Secretary Lomita Chamber of Commerce:

"We feel that through your association much good can be accomplished for Lomita and we extend our hearty co-operation for support of the association."

The commercial law of Palestine is being entirely rewritten.

Paris hairdressers are still rushed in shingling women's hair.

Are First Women To Climb Mt. Hungabee, One of the Most Difficult of Canada's Towering Peaks

Left to right are Dr. Cora J. Best and Audrey Forfar Shippam of Minneapolis, who recently climbed Mt. Hungabee, near Lake Louise. They were the first women to crown this difficult peak. Dr. Best is a well known member of the Alpine Club of Canada and has climbed many high mountains, including Mt. Assiniboine. She has lectured all over the United States for the Bureau of Economics at Washington.

Here's Present Statue of Western Avenue Work

The grading of Western Avenue through Miraleste of the Palos Verdes Estates, will be completed in about three weeks time, to its junction with the Vista Del Oro Tract, about one mile from its connection with Ninth and Seventh Streets, San Pedro.

Only about seven hundred feet on the extreme northeast portion in Miraleste remain to be finished. This portion was delayed in order to finish it coincidentally with the side road at that point.

The right-of-way through Miraleste is 170 feet wide, "double-barreled" with each roadway 20 feet wide.

DAVIS OPENS STATE DRIVE IN MISSOURI

BUNCETON, Mo., Sept. 15.—John W. Davis, Democratic candidate for president, arrived here today from Kansas City, Mo., to make his first speech in Missouri at a Democratic rally which opens the state campaign.

Mr. Davis was to be the speaker at the farm of Dr. Arthur W. Nelson, Democratic candidate for governor, late today.

Thousands of Missouri Democrats were expected at the rally and barbecue.

SOUTHERN CALIFORNIA GOLF ASSOCIATION

About thirty golf clubs comprise the membership of the Southern California Golf Association, extending from San Diego to Bakersfield. The officers are: Edward B. Tufts, president; H. W. Lawson, vice president; W. M. Orr, vice president; E. P. Barker, secretary-treasurer.

SUN IS SIGNAL TO RENEW WAR NEAR SHANGHAI

Fighting More Intense at Battle Is Resumed Over All Chinese Sectors

BULLETIN

[By The Associated Press]

SHANGHAI, Sept. 15.—The heaviest fighting so far in the warefare between rival Chinese military factions striving for possession of Shanghai, took place yesterday and today along the Shanghai-Nanking railway line, west of the city.

[By The Associated Press]

SHANGHAI, Sept. 15.—Armies of rival military governors fighting for possession of Shanghai battled with renewed force on all sectors this morning when the end of a storm and reappearance of sunshine became a signal for general resumption of warfare.

The fighting today was more intense along the line of the Shanghai-Nanking railway at Hwangtu, 15 miles west of here, where the defending Chekiang forces were entrenched along the creek bank and succeeded in holding the line through the day.

Severe Fighting

Severe fighting also was reported at Ihing, 100 miles west of Shanghai, a point where the Chekiang forces have been victorious in previous engagements.

There was little activity in the Liuho sector northwest of here today, where it was said the invading Kiangsu force had been weakened by the movement of troops southward.

Accept Situation

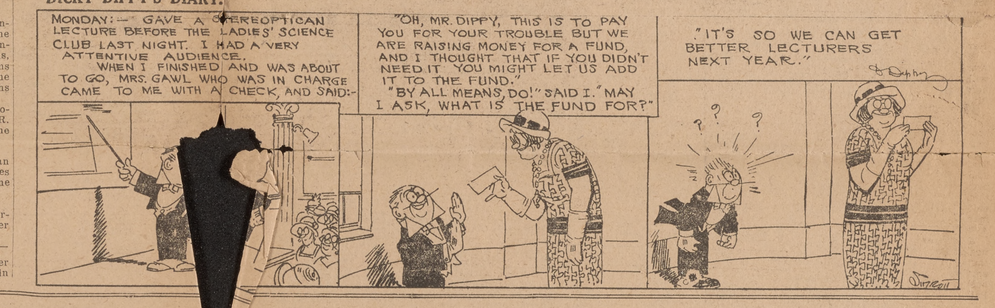
The foreign population of Shanghai has recovered from the first alarm of the disorder incident to China's sectional war and today was accepting the situation philosophically, although business generally was suffering severely.

The volunteer corps defending the foreign settlement has been reduced considerably, but there was no reduction in the foreign naval forces landed previously.

Britain is to develop its national coal resources extensively.

Sixty thousand babies were entered in a British baby contest last summer.

DICKY DIPPY'S DIARY.



WEDLOCKED—

KEEPING UP WITH THE JONESES.

—By Pop Bomand

"Standard"
PLUMBING FIXTURES
Standard Sanitary Mfg. Co.
Pittsburgh

fall modes
Blackstone's
BROADWAY AT NINTH

Bradford Perin, Proprietor
26-30 South Los Robles Avenue
Pasadena, California
Fair Oaks 7111

Smart Shoes for Women
CHWOLFELT CO.
The
BOOTERY
SAN FRANCISCO LOS ANGELES PASADENA

rich silks and embroideries, brasses, carved woods and ivories, lamps, jades, crystals, cloisonne, etc.
Gifts from MILNOR'S
Few people realize the difficulties encountered, dangers risked, to bring from China, where unrest is rampant, the beautiful things shown at Milnor shops.
Come in today and see them. You may leisurely inspect everything we have to offer.
MILNOR INC. IMPORTERS
Hotel Virginia Long Beach
Hotel Maryland Pasadena
Hotel Arlington Santa Barbara
Beverly Hills Hotel
1206 Orange Avenue Coronado
Hotel Moana Honolulu, T. H.

DRIVE OBJECTIVES NAMED

In Famous Palos Verdes Project!

STATES

l Mrs. J. C. Low. distance.

Twenty miles of st line.

and reciprocate the friendly t of your offer.'"

"Do you think the offer of the alos Verdes City Planning Staff ould be accepted?" Mr. John- was asked by the News repre- ntative.

"There is nobody at present with awful authority to accept such an fer, or even to pass upon it on ehalf of the people of San Pe- dro. The matter should be re- ferred to the people. It is a great opportunity for the people to study into city planning and learn what it means. Several months of study and discussion of this subject by the people is needed, with the co-operation of all our present city planning officials, be- fore intelligent judgment could be rendered.

"These city planning officials have already in writing pledged their co-operation with the idea.

"No real friend of the people of San Pedro would throw any obstacle in the way of giving this opportunity to the people here.

"Such study would fill the minds of the people of San Pedro with the big spirit of "get-to- gether" as advocated by Rev. Thos. Grice, as nothing else ever could. It would be as Abraham Lincoln said: "A central thought around which all minor ideas re- volve." It would be consistent with his principle, when he said: "Give the people the facts and let the people decide for themselves: people may be expected to some, but we can trust the in the end to wobble right."

To Form the Committees

you any definite idea" son, "as to how to sub- matter to the people, how the citizens committees, by Mr. Bartholomew, cost, or necessity for y?"

uredly," said John- easier; the committees ally already form- hy and enlightened f San Pedro will thusiastic citizens re more than a and profession- ors, and women Greater Citizens e of 100, or t any cost for

OPENING OF WESTERN AVENUE PROVIDES IMPORTANT LINK IN GREAT CIRCLE OF BOULEVARDS

Project Endorsed by Leaders in Scores of Southland Communities, Declares Charles Freeman Johnson, Publicist

By CHARLES FREEMAN JOHNSON

NINE HUNDRED THOUSAND DOLLARS is an enormous sum for a single community ownership to expend in constructing boule- vards upon its own property of 3200 acres, as has been done by the Palos Verdes Estates.

It has an enormous moral effect, in addition to its economic value as a link in the GREAT CIRCLE of boulevards, beginning with the Sepulveda boulevard and Mulholland Drive system on the north. The Great Circle reaches out to the Coast highway through Santa Monica, Redondo and Palos Verdes on the west, to Whittier, Pomona, Riverside and San Bernardino on the east, to Long Beach, Wilmington and San Pedro on the south, travers- ing all north and south boule- vards from the mountains to the sea, Hawthorne, Cypress, West- ern, Normandie, Vermont, Figue- roa, Broadway, Main, South Park and others.

Twenty-five miles of Palos Verdes roads have been com- pleted at an average cost of $36,- 000 per mile. The work was gigantic. To clear away a single obstruction took four months of drilling with a well-drilling out- fit at Douglas cut, near Rocky Point, south of Redondo. Sixty tons of dynamite costing $25,- 000 was then exploded in a single blast, removing nearly 300,000 cubic yards, mostly rock. This rock provided surfacing material for many miles of road.

When completed this cut will open nearly five miles of road which will eventually become part of the Coast highway from Santa Monica to Point Firmin.

Another road of especial im- portance, is the Mirlo road of the Malaga Cove section connecting with the highway between Re- dondo and Long Beach. This gives residents of San Pedro and other eastern points quick access.

The utmost co-operation was extended to the county road de- partment by the Palos Verdes Es- tates in the opening of Western Avenue to the sea, through Mira- leste and the grading on their part of the work through Mira- leste was completed simultane- ously with the county work.

The Palos Verdes road plan has set a new standard for Southern California. The main roads are 180 feet in width, "double-barreled," planned to care for traffic development of the years to come. Traffic con- gestion will never be a problem in Palos Verdes.

The great task of planning and laying out these roads along the contours of the beautifully terraced hills, overlooking the Pacific, was under the ex- perienced supervision of the fa- mous landscape engineering or- ganization of Olmstead Brothers.

This noted firm has exercised a powerful influence upon the art of landscape gardening throughout the United States, through their work in park de- signing in Central Park, New York City, the Chicago World's Fair and scores of other im- portant works.

Road-building is but one fea- ture of their many-sided work. Horticulture and gardening are vital factors.

Under the direction of J. F. Dawson, resident manager for Olmsted Brothers, hundreds of thousands of plants of many va- rieties are being propagated, in the big nurseries of the Palos Verdes Estates, ready to trans- plant when the rains come.

"Simple and natural planting will be maintained as far as pos- sible," said Mr. Dawson. "But we are not confined wholly to native California plants. Many trees and shrubs from Chile, Australia and New Zealand have proved adapt- ed to California—some of the eucalyptus, acacias, Lebanon ce- dar and deodar. Backgrounds are being made of thick forest growths of Monterey cypress, Monterey pine, fronted with dog- wood and other flowering shrubs as found at the edges of Eastern woods, decorative trees such as acacias, oleanders and broom.

"For color effects, giving a succession of flowers throughout the year, we have planted sea lavender, creeping lantana, sea- side morning glory and other plants of this character.

"To cover steep graded banks, left by road construction," con- tinued Mr. Dawson, "we are planting myrtle, ivy, with groups of shrubs such as Spanish and Scotch broom, laurestinus, big nonias, Cherokee roses, jasamines and creeping honeysuckle.

Homesite Owners of Miraleste

Among the purchasers of prop- erty in Miraleste are the follow- ing.

San Pedro: Mrs. John Wehr- man, B. F. Sulter, M. L. Camp- bell, Jessie D. Robins, Francis M. Horner, Harry Lenzer, Jas. P. Chiodo, John Stemler, T. M. Hyatt, Z. T. Snyder, J. S. Gwalt- ney.

Long Beach: Rev. Oliver Jay Fairfield, Mabey Berry, Mabel Lindgren, W. A. Williams, Leo K. Haynes, C. C. Spencer, Mrs. W. A. Broek, Mary A. Peters, Harry I. Shaefer.

Hollywood: Peter Vandermeer, Ezra B. Rider, Burton H. Butler, C. F. Walker, Torrance; A. H. Dawson, Redlands; A. E. Bernhard, MacFarland; H. K. Davidson, Bakersfield; C. R. Combs, Montebello; Marion Craig Wentworth, Santa Barbara; M. E. Conneley, Los Alamos; Dr. Jas. A. Gafford, Huntington Park; Chas. Briner, Las Vegas, Nev.; Mrs. Etta Roemer, Santa Bar- bara; Geo. Richard Keene, San Francisco; C. B. Hayden and Dr. G. E. Fuller, Lomita; R. C. Ham- mond, Hastings, Neb.; Harold G. Reed, Pasadena, and S. J. Tilden, F. B. Fritz, R. R. Struthers, Emily B. Carter, J. T. Whedon and others of Los Angeles.

EDITOR URGES HUGE FETE TO MARK OPENING

Neptune, Thief of Bagdad Carnival Suggested A La Mardi Gras

By DON BLACK

Imagine Western - Avenue - to- the-Sea!

Imagine jubilant San Pedro, Hollywood and the dozens of in- tervening communities joining in a monster celebration to signal- ize this happy consummation of pioneer dreams!

Imagine Neptune, ruler of waves and wind and sea, en- throned in the Palos Verdes hills, a mighty retinue of attendants surrounding his dias!

Imagine the picturesque, bounding Thief of Bagdad, fol- lowed by colorful hordes from an Arabian night, approaching on the broad highway!

Imagine the scene of splendor to ensue as the eagle eye of hoary Neptune sights the ap- proaching procession and the an- cient monarch straightens to the majesty of his years, a thunder of command galvanizing to at- tention his nymphs and courtiers of the marine to honor the ap- proaching guest!

But see! The legions of the naughty Thief have halted and with head erect their leader steps forth, while his maritime majesty steps down and with stately tread advances to greet his distinguished visitor.

The Thief bends knee, inclines his head in a sweeping bow. But Neptune bids him rise. They embrace.

And then from the traveler's ranks steps forth a delegation bearing gifts of tribute.

The emperor accepts them with pride and pleasure, then raises his sceptre. At the gesture and signal pandemonium breaks out.

The waiting throngs rend ranks and descend on the trav- elers in wild tumult of welcome, the air fluttering magically with streamers, with ribbon, banner and multicolored bits, with song, with laughter, with life and joy and hospitality.

As though conjured from the earth a feast spreads round about, with host and guest as one sitting down to sup in celebra- tion of the happy occasion.

Imagine this revel, fete, Mardi Gras, on the Palos Verdes hills above San Pero!

Western - Avenue-to-the-Sea is coming. Already many mile- stones have been passed. There may be delays, but eventually to San Pedro with a broad scenic highway, most western route to the harbor, will be a reality.

When it is, what could be more fitting than a monster celebra- tion, with Neptune and all San Pedro as his attendants greeting Hollywood, northern terminus, in the person of the Thief of Bag- dad?

What do you say, San Pedro?

membership. Divide this into permanent sub-committees, to study into various branches of the subject and give San Pedro the benefit of the National Publicity she can get out of this wonderful educational body, certain to at- tract attention throughout the whole United States—yes—all over the world. Let this commit- tee co-operate with all the stand- ing committees of the Chamber of Commerce and cause a resur- rection of spirit in that body that shall enable it to double its mem- bership.

Increase Chamber of Commerce Membership

Why, just stop and think—look and listen—our Chamber of Com- merce only has 500 members, less than ONE PERCENT of the population. It should have at least double its present member- ship and that would be less than TWO PERCENT of the popula- tion. And the Great Spirit it would roll up would more than double the efficiency of our San Pedro Chamber of Commerce."

"I believe it is squarely up to the Patriotic, public spirit of the Daily News and the Daily Pilot to drive home into the hearts and consciences of the Secretary, the President and directors of the San Pedro Chamber or Commerce, this larger idea of what should be the scope of their efficiency and let us all join to attain this result through the big new spirit of the greater "get-together" of the WESTERN AVENUE SCENIC DRIVE ASSOCIATION movement.

Highway Improvement and City Planning

"Highway improvement is, of course, the prime consideration of city planning. The object of the GREATEST CITIZENS PUBLIC- ITY COMMITTEE and the pro- posed San Pedro City Planning Board, is to arouse a new interest on the part of all citizens, upon the importance of more road en- trances into San Pedro. Atten- tion should be concentrated on Vermont Avenue—get it here without delay. Moneta, Broad- way and Figueroa streets must and will be extended here. South Park Harbor Speedway into Canal Street, Wilmington, is vital. Widening of Anaheim Street must come. Hawthorne Boule- vard should be speeded up. The Coast Highway around the Palos Verdes needs constant attention.

Point Fermin Improvement Asso- ciation to Increase Membership

"The Big Spirit has caught the Point Fermin Improvement Asso- ciation. Their members are at- tending the meetings in force. New members are coming in. At their last meeting a resolution was adopted requesting the Publicity Committee to conduct a campaign to increase the membership of that association, which has be- come affiliated with the Greater Los Angeles Improvement Council of thirty Improvement Societies throughout greater Los Angeles.

GOLFER TALKS NEW LINKS AT PALOS VERDES

Will Have Historic Atmosphere of Real Scotch Coast Courses

When the new Palos Verdes course is open for play, Southern California golfers will find that a course with a unique personality has been added to the list of the famous links for which Southern California is known. Its contours, and its proximity to the sea, ac- cording to men familiar with the historic courses of Scotland, give it more of the real Scotch atmos- phere than any of our other pres- ent Southern California links.

Fourteen out of the eighteen holes of the Palos Verdes course are in actual sight of the sea. The sea breeze, fresh from the Pacific, makes the course ideal for sum- mer play, for temperature records taken for many years show that the summer heat never reaches a point to cause) discomfort. The breeze is practically always from the ocean, and this was taken in- to consideration by William Bell when he laid out the course. The entire 157 acres which the course occupies slopes towards the sea. The down hill shots are all into the prevailing winds, and the golfer will have the wind at his back on the up hill shots.

Natural hazards were made use of on the Palos Verdes course to a degree perhaps unequaled on any other Southern California course. It was unnecessary to add but very few artificial hazards to those provided by nature in the shape of the small barrancas and the larger canyons into which the lower end of the course extends.

The men who planned the Palos Verdes course felt that its location offered an unusual op- portunity to make one of the finest courses in Southern Cali- fornia from every standpoint, and as a consequence, neither money nor effort was spared to realize this ideal. The popularity by golf increases each year in such amaz- ing fashion as to make imperative the addition of more courses to the number of those already in ex- istence in Southern California, and there is little doubt that the new Palos Verdes course will quickly attain great popularity.

There will be no sale of mem- berships in the Palos Verdes course.

Membership is restricted to the property owners of Palos Verdes and accrues to them with the pur- chase of their property. For a time, however, suitable arrange- ments will be made to open the course to the public through the payment of a small green fee.

MODERN ART IS AN EXPRESSION OF INNER SELF

Pre-War Paintings of Women's Figures Supply Plenty of Material

BERLIN, Sept. 15.—If the school of painters which now has the upper hand in Germany pre- vails, the artist's model will have to look for another job, in the opinion of Professor Ludwig Justi, director of the National Gallery of Berlin.

"We are living in the age of 'expressionism' in art," Director Justi observed. "That means that the artist does not try to imitate and copy nature, but that he throws upon the canvas a revela- tion of his inner self. Thus many of our modern masters paint the figures of human beings without having any model before them. They say that the old masters used models, and that there is nothing more for the rising gen- eration of painters to do along that line. With all the photo- graph-like portraits that we have of women in every position and attitude, who in the world cares about additional pictures?

"What the post-war generation is looking for is the expression of personal life, of personal experi- ence, of personal feeling," the director declares. "The grow- ing generation of art lovers has experienced the sufferings of the world war, and it is now living in a period of unrest, of search- ing and seeking for the new, of casting out the old. The 'ex- pressionistic' school of artists therefore appeals to the young people."

While believing that the "ex- pressionistic" is the dominant art of the moment, Professor Justi is by no means sure that it will prevail. "Art is the expression of the feeling of a peo- ple in a given period," he ob- served. "Also, modern life moves in contrasts, and the pendulum swings much wider and more quickly today than formerly."

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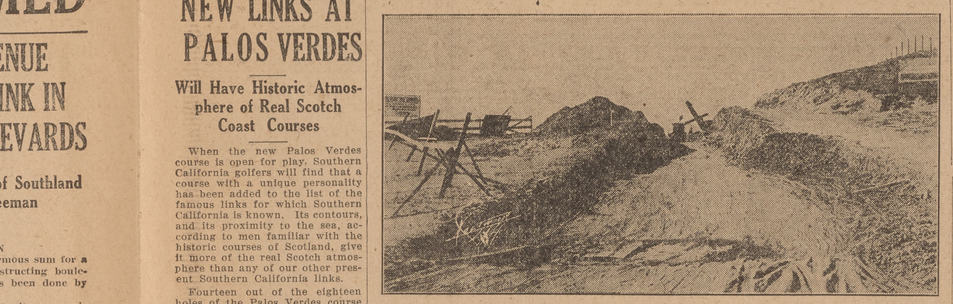

Courtesy PUBLICITL COMMITTEE, Western Avenue Scenic Drive Association. Holtwick Photo

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"Y" BOOSTERS PLAN MEETING AT ROBAL INN

Local Secretary and Harbor Leaders to Con- fer Over Plans

Plans for the new $750,000 Army and Navy "Y" building in San Pedro will be discussed at a meeting tomorrow noon at Robal Inn, attended by Secretary I. W. Larimore, L. S. Anderson, chair- man of the local association's board of directors; Clark K. Cook, executive chairman in the recent drive; members of the chamber of commerce "Y" com- mittee and others interested.

General Secretary H. F. Hen- derson and Secretary Larimore are considering plans received from New York which include special provision for fleet boxing and wrestling activities and for shore quarters for medical of- ficers detailed to attend families of enlisted men and officers.

Social Patio

A large social patio of Span- ish design in the center of the building, 50 by 50 foot gym- nasium, 324 dormitory rooms, laundry, cafateria and club rooms are some of the features of the building as proposed in the plans now being studied.

Team workers will meet Octo- ber 1 to turn in to Chairman R. H. Hallard final reports on the $1,500,000 campaign.

Germany bought more than 50,000,000 pounds of prunes grown in this country during the last year.

Australia is buying more Amer- ican auto trucks than any other country, with Spain second.

TUG ABANDONS SINKING BARGE

Mountainous Seas Wash Over Towed Scows En Route to San Pedro

After encountering mountainous seas that water-logged one of the three barges in tow and compelled leaving it at Manzanil- lo to avoid its sinking, the Red Stack tug Sea Ranger was forced on her way from San Pedro har- bor on the last leg of a long sea voyage from Balboa, Canal Zone, to Oakland.

Reports that the Sea Ranger arrived here almost without fuel and water and in a battered con- dition were branded erroneous by the local offices of the Red Stack line. The tug took on oil here before continuing up the coast, however, it was said.

The Sea Ranger went along- side the foundering barges and pumped out the water that had washed into it, but was obliged to abandon it at Man- zanillo, it was stated. The chain between the barges caused some extra work in the outer harbor here.

pine logs, cut on the upper waters of the Little Missouri in 1880-81.

DAKOTA CABIN OF ROOSEVELT PUT IN STONE

Medora Village Wishes to Preserve House in Which Leader Recuperated

BISMARCK, N. D., Sept. 15.—The ROosevelt Cabin, once oc- cupied by Theodore Roosevelt when recuperating at the old Maltese Ranch, seven miles south of the village of Medora in the Little Missouri Bad Lands of North Dakota, is to be preserved in a fitting shrine, according to the State Historical society of North Dakota.

Lewis F. Crawford, curator of the society, is preparing plans for a stone shrine of stately and substantial design to be erected over the building. Assistance thru popular subscription from every state is being considered, Mr. Crawford states, owing to re- quests from all sections for the shrine's establishment.

The cabin has historical in- terest in North Dakota and the northwest. No other building in the state has traveled as much. It was taken from the Maltese Ranch, where it had stood for more than 20 years, and shipped to the St. Louis Exposition in 1904. At the close of the expo- sition, the cabin was returned here and set up on the capitol grounds.

The building is constructed of

WHAT LEADERS SAY ABOUT IT

Wilmington and Torrance Chamber Secretaries Laud Association

Lou W. Johnson, Secretary Wilmington Chamber of Com- merce, writes:

"It gives me great pleasure to add another endorsement to the many you have received for the excellent work your association has been putting over. The mu- tual interest of all the com- ponent communities, from Holly- wood to the Sea, is at once ap- parent and should not require any extended argument to con- vince any group of forward look- ing citizens of their duty and obligation toward your project."

Harry F. Gadeke, Secretary Torrance Chamber of Commerce, also writes as follows:

"Our Board of Directors has unanimously endorsed the objects of the Western Avenue Scenic Drive Association and instructed our secretary to co-operate with you in the matter of our com- mittee to attend your meeting and further its objects. The people of Torrance are, of course, intensely interested in united real action towards speeding up the completion of all the roads and boulevards to the harbor, with their interesting connections. Western Avenue, running as it does the entire length of the boulevard system of Los Angeles, from the mountains to the sea, with its connections from the ocean at Santa Monica, Redondo and other points, through to Ana- heim and San Bernardino, many of these roads passing through the city of Torrance, will make Torrance a central point for traf- fic in all directions from every part of Los Angeles County. I can assure you that Torrance will heartily co-operate with an ef- ficient body that will concentrate all its work for the achievement of these objects."

From John W. Welte, Secre- tary Lomita Chamber of Com- merce:

"We feel that through your as- sociation much good can be ac- complished for Lomita and we extend our hearty co-operation for support of the association."

The commercial law of Pales- tine is being entirely rewritten.

Paris hairdressers are still rushed in shingling women's hair.

Are First Women To Climb Mt. Hungabee, One of the Most Difficult of Canada's Towering Peaks

Left to right are Dr. Cora J. Best and Audrey Forfar Shippam of Minneapolis, who recently climbed Mt. Hungabee, near Lake Louise. They were the first women to crown this difficult peak. Dr. Best is a well known member of the Al- pine Club of Canada and has climbed many high mountains, in- cluding Mt. Assiniboine. She has lectured all over the United States for the Bureau of Economics at Washington.

Here's Present Statue of Western Avenue Work

The grading of Western Avenue through Miraleste of the Palos Verdes Estates, will be completed in about three weeks time, to its junction with the Vista Del Oro Tract, about one mile from its connection with Ninth and Sev- enth Streets, San Pedro.

Only about seven hundred feet on the extreme northeast portion in Miraleste remain to be finish- ed. This portion was delayed in order to finish it coincidentally with the side road at that point.

The right-of-way through Mira- leste is 170 feet wide, "double- barreled" with each roadway 30 feet wide.

DAVIS OPENS STATE DRIVE IN MISSOURI

BUNCETON, Mo., Sept. 15.—John W. Davis, Democratic can- didate for president, arrived here today from Kansas City, Mo., to make his first speech in Missouri at a Democratic rally which opens the state campaign.

Mr. Davis was to be the speak- er at the farm of Dr. Arthur W. Nelson, Democratic candidate for governor, late today.

Thousands of Missouri Demo- crats were expected at the rally and barbecue.

SOUTHERN CALIFORNIA GOLF ASSOCIATION

About thirty golf clubs com- prise the membership of the Southern California Golf Asso- ciation, extending from San Diego to Bakersfield. The officers are: Edward B. Tufts, president; H. W. Lawson, vice president; W. M. Orr, vice president; E. P. Barker, secretary-treasurer.

SUN IS SIGNAL TO RENEW WAR NEAR SHANGHAI

Fighting More Intense at Battle Is Resumed Over All Chinese Sectors

BULLETIN

[By The Associated Press]

SHANGHAI, Sept. 15.—The heaviest fighting so far in the warefare between rival Chinese military factions striving for pos- session of Shanghai, took place yesterday and today along the Shanghai-Nanking railway line, west of the city.

[By The Associated Press]

SHANGHAI, Sept. 15.—Armies of rival military governors fighting for possession of Shang- hai battled with renewed force on all sectors this morning when the end of a storm and reap- pearance of sunshine became a signal for general resumption of warfare.

The fighting today was more intense along the line of the Shanghai - Nanking railway at Hwangtu, 15 miles west of here, where the defending Chekiang forces were entrenched along the creek bank and succeeded in holding the line through the day.

Severe Fighting

Severe fighting also was re- ported at Ihing, 100 miles west of Shanghai, a point where the Chekiang forces have been vic- torious in previous engagements.

There was little activity in the Liuho sector northwest of here today, where it was said the in- vading Kiangsu force had been weakened by the movement of troops southward.

Accept Situation

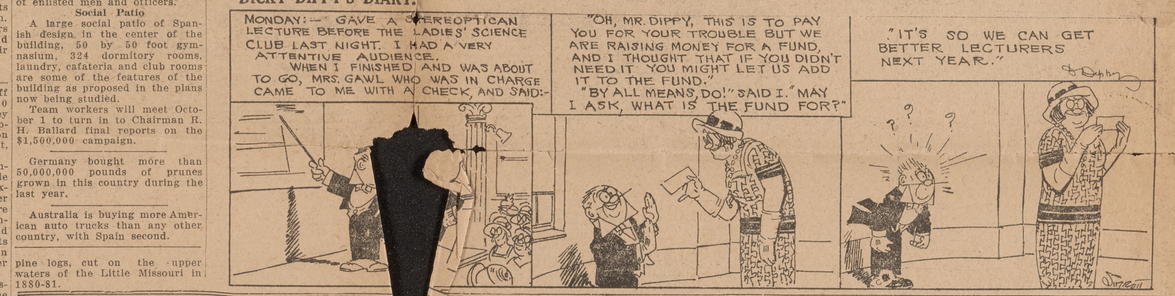
The foreign population of Shanghai has recovered from the first alarm of the disorder inci- dent to China's sectional war and today was accepting the situation philosophically, although business generally was suffering severely.

The volunteer corps defending the foreign settlement has been reduced considerably, but there was no reduction in the foreign naval forces landed previously.

Britain is to develop its na- tional coal resources extensively.

Sixty thousand babies were en- tered in a British baby contest last summer.

DICKY DIPPY'S DIARY.



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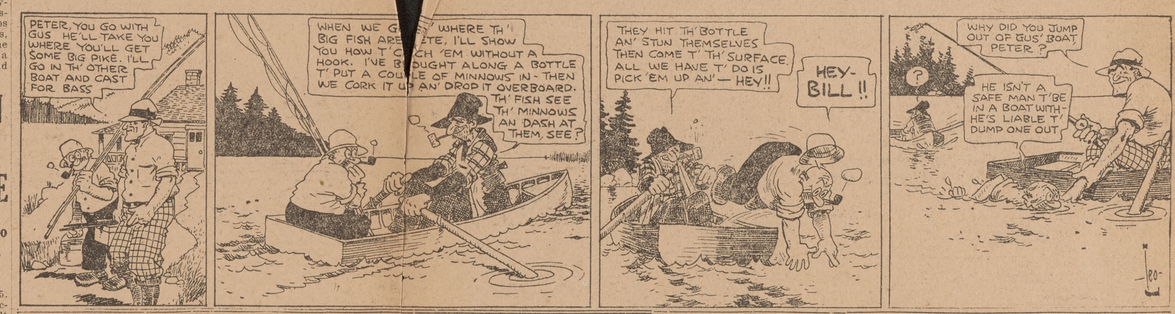
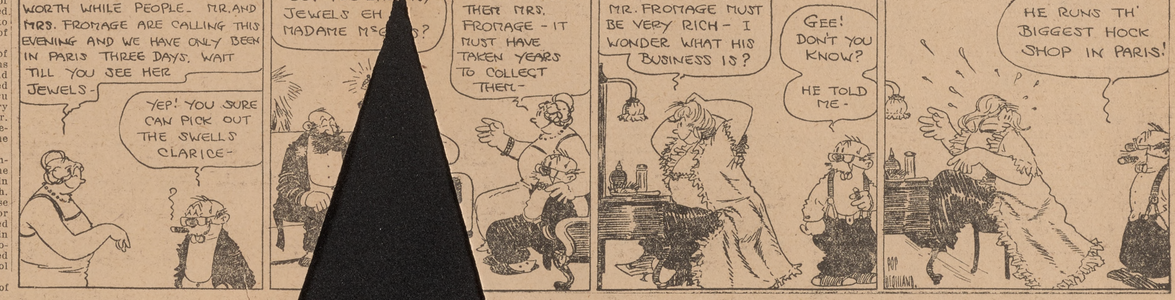


KEEPING UP WITH THE JONESES.

—By Pop Bomahd



Ad. No.
Wehrman Residence in Miraleste
Title
Appeared in Date
San Pedro Daily News 10/22/1924
also San Pedro Daily Pilot
Space Page in each.

Ad. No.
Golf by the Sea
Title
Appeared in Date
Calif. Southland Sept. 1924
Space Back Cover Page

Golf ~ B

A Palos Verdes Homesite secures a Membersh

PALOS VERDES Golf membership will be limit landowners in the New an extra inheritance w comes with Homesite ownership. Ur in location, inasmuch as it is the grass course on the coast line bet Santa Barbara and San Diego.

From the beautiful Club House, under way and situated on a wide tered mesa, you can look out across Bay District to the Santa Monica m tains, or southward to Long Beach, w from 14 holes out of the 18 you will a clear view of the Pacific, almost at feet. Full championship length, natural rolling land, with wide fair and bent grass greens, it is the mos tinctive and interesting spot for the g in all the West.

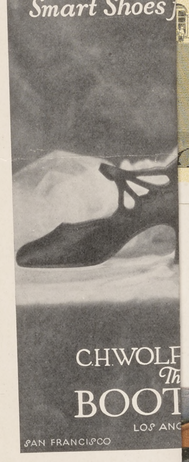
PALOS

The New City - where Ho

GENERAL SALES OFFICE: FIFTH FLOOR LAN
HENRY CLARKE, *Director of Sales*

advance
fall modes

B



HOOVER WARNS OF FISH LOSSES

Littoral Supply Declared Fast Diminishing

Pacific Coast Salmon Are Reduced Half

Conservation Program Urged by Secretary

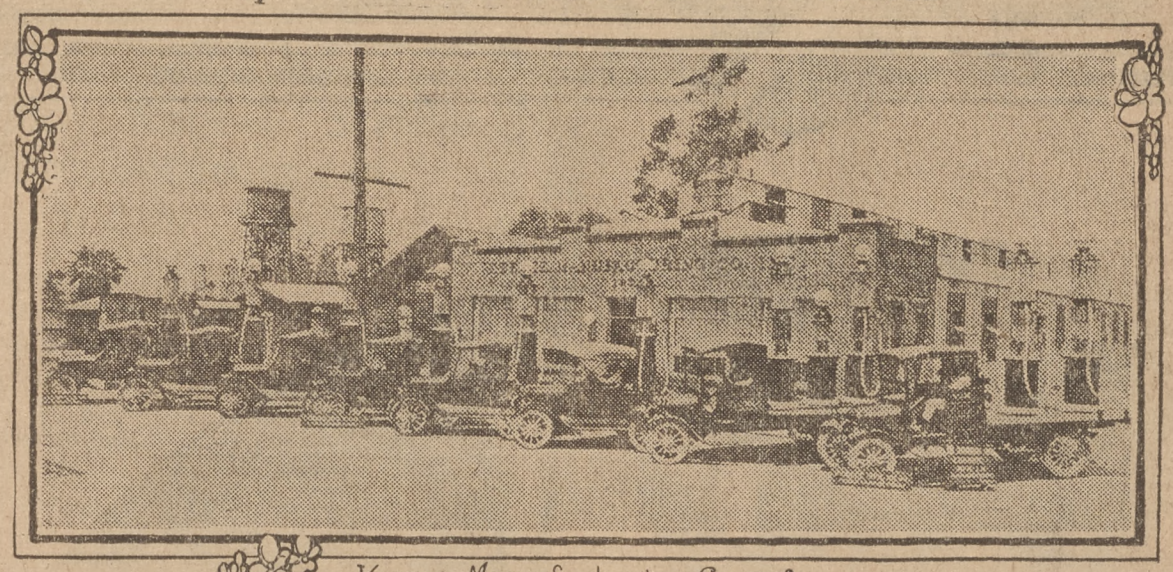
[EXCLUSIVE DISPATCH]

ATLANTIC CITY, Sept. 13.—In an address before the sixth annual convention of the United States Fisheries' Association here, Secretary Hoover reviewed the serious situation confronting many parts of the American fisheries.

"Blindly, without regard to the stability of the industry in our generation, without sense of responsibility to future generations, we are recklessly destroying our littoral fisheries—that is, the species of sea food in our bays and adjacent to the coast," Mr. Hoover declared.

"A constantly depleted species will ultimately reach a point of exhaustion from which there is no recovery. It is true that as a result of a conference on fisheries, which I called in Washington three years ago, we have stopped some of the destruction. We have secured some start in a positive national policy of conservation of our fish supply. We have a long distance further to go. We must not only hold [illegible]

Special Mechanical Parts Produced



Keeser Manufacturing Co.

WHITING-MEAD

General Office and Retail Store: Phone Vandike 1101
Yards and Factories and Retail Store: HUmbolt 7894
Vernon at Santa Fe, 2260 E. Vernon Ave.
Tenth at Maple, 401-423 E. 9th St.

All Steel—Heavy Duty—Burro Barrow, $9.35

Has solid pressed steel tray, drop frame of tubular steel and channel steel legs. A heavy duty barrow and one that should last indefinitely. Capacity 3 cubic feet. Weight 60 pounds. Contractors, builders and other large users of wheelbarrows will find it to their advantage to consider these barrows in purchasing. We have practically all other types at similarly low prices.

California Flat Rim Tubs, $44.50

These are the popular flat rim California tubs, absolutely "A" Grade.

The same tub as mentioned above but in a factory second, $35.

FREE THIS WEEK

On all purchases of "A" Grade sets at $125 made this week we will include a 24-inch opal towel bar, a paper holder, a soap dish and a bath seat.

Six-Piece Plumbing Set (Seconds), $107

That includes all the fixtures necessary for the small home—bath tub, lavatory, toilet, kitchen sink, laundry tray and combination water heater and tank. These are "A" Grade, fully guaranteed.

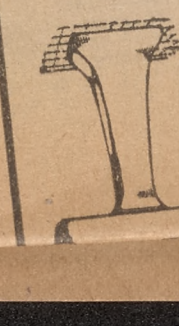
Six-Piece Plumbing Set "A" Grade, $125

The popular 20x30 cast iron porcelain enameled kitchen sinks, equipped with strainer. These are second grade.

200 Sinks at $4.50 and $5 Ea.

Our regular cast iron porcelain enameled pedestal lavatories, factory seconds but some are only very slightly damaged. Priced without fittings at $10 and $15 each.

Then we have the same lavatory in "A" Grade, guaranteed ware at $23 to $25 each.



Garden Hose, 12c Foot

Think of buying moulded, corrugated, ¾ and ⅝-inch, with couplings included for 12c per foot. Why, that's a saving of at least 5c a foot. That's Special at Ninth Street Store only.

Mattresses, 20% Off

We have a few mattresses which have been used for demonstration purposes on wall beds and will close them out at the following special prices:

40-lb. Felt Mattress	$10.00
50-lb. Felt Mattress	$12.00
50-lb. Felt and Art Sateen cover	$12.50

Standard Floor Paint, $2.25 Gal.

Another of those quick drying interior floor paints. Dries with a high gloss finish. Gallons, $2.25; ½-gallons, $1.15, and ¼-gallons, 60c.

Standard porch and deck paint, ... Standard porch and deck paint, ... colors to choose from. Specially ... ek at $2.75 for the gallons: $1.45 ... and 80c for the ¼-gals.

...lite Interior Floor ... $3.00 Gallon

...ity to brighten up your ... present limited stock lasts ... regular $4.00 gallons at $3.00 ... cans at 80c.

...dow Shades ...uced 20%

... this week only we will allow ... on genuine hand-made, high-grade shades. These may be had ... dark colors.

...ance for Old Shades

...ders we will make you a substantial ...owance for your old shades. A ...ing to you.

...N Is Roofing Time

...at until it actually rains to fix up ... roof.

$2 King Roofing $1.75 Roll

Our famed King Roofing. The light weight at $1.75, the medium at $2.25, and the heavy at $2.75 per roll, including nails, and cement ready to lay.

...Roofing, ...5 Roll

...y-priced but ...ly good roof. ...light weight ...the medium ...75 and the ...Walls and ce- ...included.

...Mineral Surfaced Roofing, $2.25 Roll.

ce.

Casing nails, finishing nails and
ads are used mostly in finish
odwork. These nails are made of
aller gauge wire and have
aller heads than those mentioned
ove.

Shingle and lath nails are made
small sizes and usually come
ed. These nails are also steril-
d, as a number of lathers and
inglers put them in their mouth.
Shingle nails also come gal-
nized, but there is comparatively
v of these used. In ordering lath
ils it is well to state whether com-
on, fine or extra fine nails are
anted as these nails are made in
ree gauges.

O ESTIMATE AMOUNT

Plaster board nails are blued and
nge in sizes from 1 inch to 1½
ches, and have large heads; 1¼
ches long and 12 gauge wire are
e ones generally used.

Barbed roofing nails are similar
plaster board nails, but are gal-
nized. Here is a rule that car-
nters use in estimating quantities
nails required:

To case and hang door, 1 pound.
To case and hang one window, ¼
ound.
Base, 100 lineal feet, 1 pound.
To put on rafters, joists, etc., 3
ounds to 1000 feet.
To put up studding, 3 pounds to
00 feet.
To lay a 6-inch floor, 15 pounds
1000 feet.
One thousand shingles require 5
ounds.
One thousand laths require 11
ounds.

ons Answered

Contractors' Association

upentine substitutes, etc., have no
ace in connection with paints of
is nature.

* * *

Surety Bond on Job

Question: Is it necessary that a
rety bond be given by the con-
actor on a small apartment house
b?

Answer: No, it is not necessary,
t it certainly is a safe procedure
follow. If a bond is given by the
ntractor and the latter defaults
the job the surety bond company
ll protect you to the extent of the
nd.

* * *

Weight of Reinforced Concrete

Question: Can you give me some
ea as to the weight of reinforced
ncrete?

Answer: Reinforced concrete is
sumed in design to weigh 150
unds per cubic foot, but this de-
nds largely upon the density of
e concrete surrounding the steel
d upon the aggregate employed
it.

* * *

Settings for Boilers

Question: Will you please advise
to the proper setting for boilers?

Answer: Boilers should be set
th hard brick and lime mortar.
ery little cement is used owing to
e possibility of cracking. Furnaces
d sides up to the lungs should be
ed with fire brick set in clay. A
ow fire should be started and
ould be kept going until the set-
g is thoroughly dry to avoid any
ance of cracking.

nglewood Organizes New Finance Company

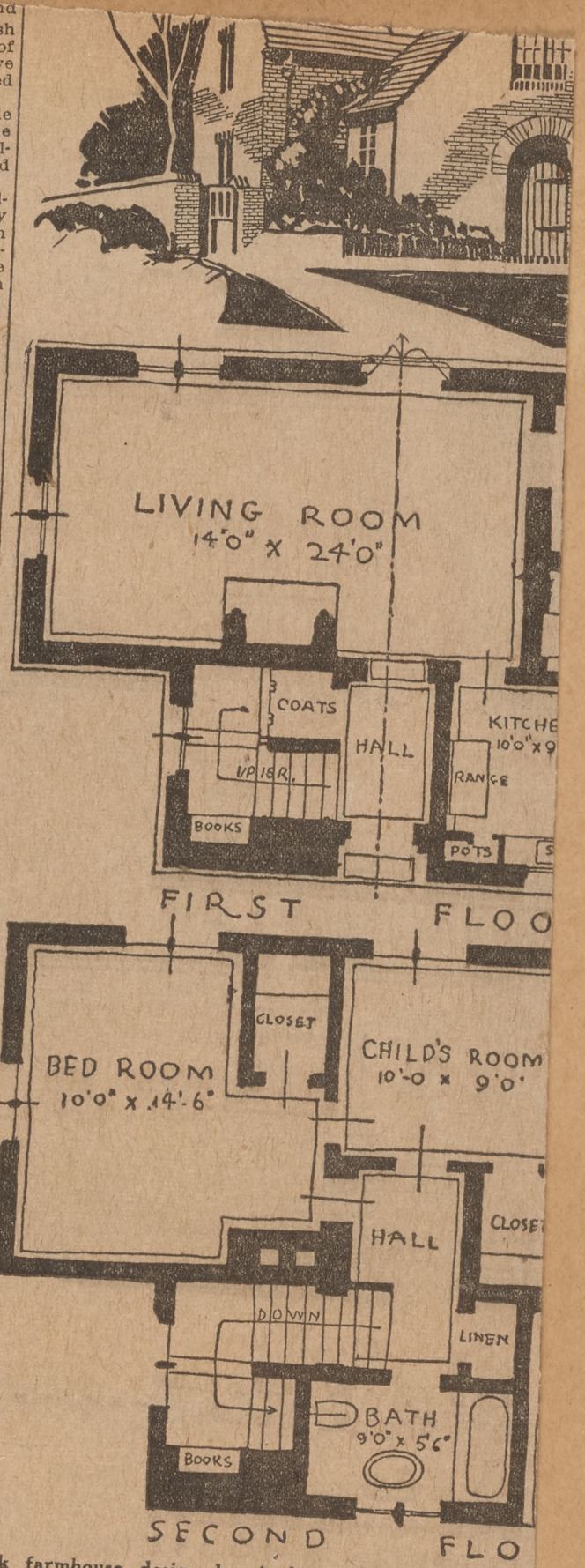
The Peoples Finance and Thrift
mpany of Inglewood has opened
business.

The corporation is capitalized at
0,000, and its purpose is to make
all loans to salaried people and
ge earners.

Hugh B. Lawrence, president of
Inglewood Rotary Club, heads
e organization.

H. D. Moseley and R. C. Nutt are
e presidents and the other direc-
s include R. D. Aylsworth, New-
mb Condee, C. T. Harte, Judge A.
Monroe and Earl D. Pillsbury.

House $928



Brick farmhouse design by Architect Harrison Clarke, first prize.

ZONING GROWS IN POPULARITY

According to a report of the Department of Commerce, the people of the United States are showing an increased interest in zoning to conrtol the use, height and area of buildings in various districts of their communities, and in consequence zoning laws have been enacted or are being considered by nearly every state in the Union.

The first step is to adopt a state zoning enabling act, after which the authorities of the cities, towns, boroughs, villages or other municipalities may adopt zoning ordinances to fit local conditions.

Thirteen of the States that have enacted zoning legislation since January 1, 1923, have used all or a substantial portion of "A Standard State Zoning Enabling Act," which was prepared by the Advisory Committee on zoning of the Department of Commerce to serve as a model for those desiring to introduce zoning legislation in their states.

The great care used in the preparation of the Standard Act had much to do with its favorable reception.

During 1925, the legislatures of 34 states will meet, most of them early in January, and it is expected that zoning legislation will occupy a prominent place on the legislative calendars.

FIRST prize in the
house competition
honor accorded thi
English farmhouse type
designed by Architect
Clarke of Los Angeles.

The competition, whic
ducted under the joint
the California chapter
American Institute of
and the California Com
Manufacturers' Associati
widespread interest am
tects throughout the
more than 100 designs
mitted.

This design calls for a
structure, with walls o
brick and roof of slate

The exterior of the ho
aspect of rugged beauty
materials wtih which th
built and to the simpl
which it is designed.

An interesting brick
rounds the house. The f
are said to embody a
interesting departures
conventional in room ar
and grouping.

The first floor plan
generously large living ro
ture quite in accord with
ern trend of residence ar
The remainder of this floo
up by the entry hall, th
porches and numerous bu
tures.

The stairway leads fro
try and opens into the h
second floor, giving acce
two bedrooms and vario
which comprise the upp

Under the terms of

Ad. No.
Glorious Days
Title
Appeared in Date
La Examiner 9/1
Space 6/8/24

Ad. No.
The Man Who
Title
Appeared in
LA Times
Space 6/18

SAN FERNANDO VALLEY HAS EXHIBITION OF PRODUCTS

Burbank Display Reveals Strides Made in Manufacturing Line Within Twenty Years

[LOCAL CORRESPONDENCE]

BURBANK, Sept. 13.—The first industrial exposition of the San Fernando Valley, which opened last Tuesday night and closed tonight, may be written down as an unqualified success. The exhibits covered practically every industry of the valley and of distributors of various articles with headquarters or places of business in the valley proper. They filled the 50,000 feet of the floor space of the aluminum works and gave practically a bird's-eye view of industrial progress in a comparatively new territory—one not yet a score of years old.

The exposition was at North Burbank.

One of the notable features of the affair was a map of the San Fernando Valley twelve feet high and fifty feet long, which showed the extent of the valley, its towns, highways, car lines, railways and the location of numerous manufacturing establishments.

MOTOR TRUCK BEST

The Moreland Motor Truck Company, the largest and admittedly most important industry in the valley, had on exhibition one of its new modern motor coaches being manufactured in addition to its line of motor trucks. The factory of the company is located in Burbank and covers eight acres, gives employment to 600 persons and has a pay roll of about $800,000 annually. Its sales last year were close to $5,000,000.

Another valley industry, started five months ago, that is purely a valley proposition in ownership, management and raw material, is the Lankershim Fruit Products Company. This company has a number of fruit products in the way of soft drinks and, though still in its infancy, is daily bottling about 800 cases. Its product covers a wide range, but thus far its ginger ale and a new non-alcoholic drink called Moonshine lead in popularity. Plans for the expansion of its factory are under way.

PIPE-ORGAN RECITAL

One of the important exhibits was the showing of a concert and theater organ installed in the auditorium by the Robert-Morton Company of Van Nuys, on which daily concerts were given by John Sayre. The organ was built by this company at its Van Nuys factory, where more than 100 experts are employed, with an average pay roll of $5000 a week. The company ships organs to all parts of the world, recent shipments being to Honolulu and Mexico City. A large bulk of their business goes to eastern cities. The factory is the leading manufacturing interest of Van Nuys. At the present time plans are under way for a $25,000 addition to the local plant and a big increase in the working force in order to supply the demand.

Of the various canneries in the valley but one, the McKeen Canning Company, had an exhibit of canned pears, apricots and tomatoes. This cannery is located at Burbank and packs hundreds of tons of fruits and vegetables annually. Other valley canneries are located at Van Nuys and are equally as large, although not on the list of exhibitors.

Poultry, dairy and baby lima bean industries of the valley did not exhibit, although the extent of their activities is given by the various chambers of commerce maintaining booths at the exposition. Among these industries that bring to the valley many dollars annually are the Holly, Hewitt, Quality, Lankershim and other hatcheries, which ship out hundreds of thousands of baby chicks annually.

BEAN CROP HEAVY

The baby lima bean crop, according to the bulletin of the Van Nuys Chamber of Commerce, is estimated at $2,000,000 for 1924. Notable valley dairies are the Los Angeles Creamery Company at Van Nuys, the Adohr near Reseda, the Elliot Brant at Owensmouth and the Hartsook. San Fernando, while making no exhibit, is the center of the citrus industry in the valley and reports the shipment of large quantities of oranges and lemons.

Chamber of Commerce booths with attendants in charge for the distribution of literature are maintained by Mission Acres, Van Nuys, Burbank, Glendale, the associated chambers of the valley and the Ventura Boulevard chamber.

The Security Bank has an attractive booth and literature of a general nature, including road maps, is being distributed.

The automobile exhibit is large and is made by valley dealers exclusively, Chevrolet, Ford, Oldsmobile, Nash, Buick, Chrysler Dodge, Oakland, Star, Cleveland and other cars are attracting attention. The exhibit is not of the higher-priced cars but of those that have special interest to the country where the agencies are maintained.

BLOCK MACHINE

The Patterson Dry Wall block machine, manufactured at Burbank by P. A. Alspaugh, is in operation and it is claimed that it is the first perfect machine of its kind yet produced. The owner and patentee of the machine plans extensive additions to his plant.

The stonetile exhibit of the Concrete Block and Tile Company of San Fernando Boulevard is another rapidly-growing and fast going industry. It turns out vast quantities of hollow building tile in the shape of brick.

The Burbank Chemical Company has a number of its products on exhibition. Another new valley industry is the Sage cigar factory that has just been launched in Burbank. It has already become successful and plans for its expansion are being made.

Local exhibits of furniture, radios, electric appliances, washers, phonographs and many other articles are shown in handsomely decorated booths.

Push Campaign on Dishonest Contractors

In the war on "irresponsible contractors," launched by the Builders' Exchange of Los Angeles to rid the field of builders who "prey upon the ignorance of the building public," Paul F. Langworthy, secretary of the organization, announced yesterday that a widespread campaign of educational advertising would be undertaken by the exchange in the Los Angeles newspapers, commencing the 20th inst. and continuing for a period of six months.

The purpose of the campaign, according to Mr. Langworthy, is to acquaint the public with the protection afforded the prospective builder by the emblem of the exchange. The campaign will urge owners to engage members of the Builders' Exchange, as a means of insuring both "integrity and efficiency." The Builders' Exchange of Los Angeles is a nonprofit organization of more than 800 members, including material dealers and contractors in the local field.

A DOUBLE-HEADED SUCCESS

Passing judgment on a song, musical composition, or a piece of literary work is an exceedingly hazardous task. It is purely a matter of judgment and no one can tell what the popular judgment may be. A well-known song publisher some time ago was waited upon by a very charming young person who desired to submit three songs which she had written. The publisher looked them over, but hesitated to pass judgment. As a matter of fact, he had made up his mind that they would not "take," but he had become interested in the visitor. Accordingly he made a number of engagements with the writer and called at her home to hear the songs again and finally he said: "I'd much rather marry you than publish your songs. I think it would be a much better proposition."

This matter was arranged and years after she said one day, "I wish you would publish one of my songs. I would like to see it in print even if it didn't pay." One of the old compositions was put into shape and when it appeared it became popular in an instant. While it did not break any records in its sale, it went far ahead of the average and was regarded as a success from every standpoint.

Decrease in Postage Costs

Postage on letters sent from the United States to foreign countries fifty years ago cost nearly twenty times as much as it does at the present time. In 1857 postage on an ounce letter was $2.04. Even under the international mail exchange between the United States and England an ounce letter cost 48 cents to mail at that time. Letters to France were 60 cents an ounce. Modern methods and volume business account for the difference.

FESTIVITIES TO USHER IN BIG FACTORY

Weber Showcase and Fixture Plant to be Scene of Fun Next Thursday

An elaborate program of entertainment has been arranged to celebrate the opening next Thursday of the Weber Showcase and Fixture Company's new Los Angeles factory.

More than six acres are occupied by the factory, which is of one-story construction. The roof is probably the largest single roof in Southern California. The interior of the building is divided into departments for the manufacture of showcases, office partitions, store fixtures and soda fountains. The most modern mechanical devices do much of the work automatically, leaving the finishing touches to skilled craftsmen.

Because the new factory will be the largest of its kind in the West, and in many respects the largest in the world, its opening is considered of considerable importance to Los Angeles industrially. The Weber organization has already sold store equipment to 75 per cent of the stores in the Southwest and their sales organization is now selling throughout the country in competition with eastern manufacturers. A good deal of the output is shipped to foreign countries.

Many prominent public officials will attend the opening ceremonies and a general invitation to retail merchants, architects, contractors and business men has been extended. According to official announcement from A. C. Boesmiller, salesmanager of the company, the principal program will start at 3 o'clock. Short addresses will be made by Mayor Cryer and other public officials. Leading business men of the city are scheduled for brief talks and the rest of the program will lean more toward entertainment. Theatrical talent has been engaged and continuous amusement is promised from noon until night. A buffet lunch will be served to those who come early.

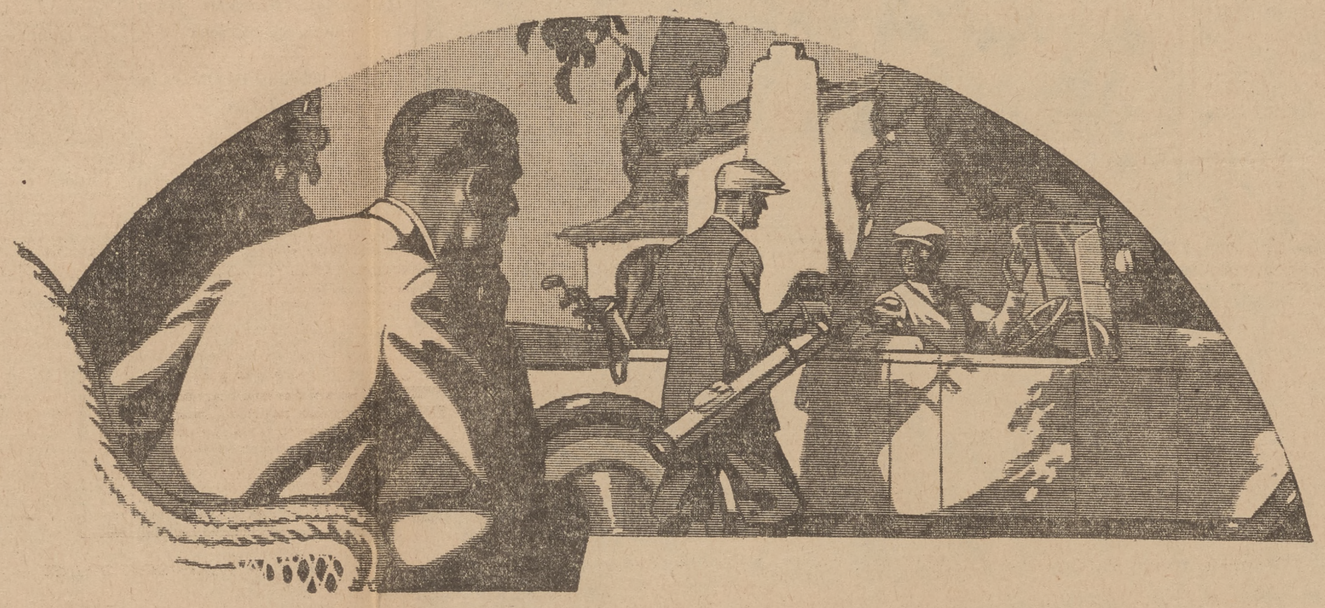
The entertainment program includes continuous music and dancing. A boxing match will be given during the afternoon, followed by athletic sports. These sports include races down the length of the factory, which because of its enormous size offers plenty of room to house the activities of a four-ring circus.

The factory is located at the junction of Slauson avenue and South Park avenue.

A Settlement Prevented

Solicitous visitor at the jail: Couldn't you settle your case out of court?

The prisoner: That's what we was tryin' to do when the cops interfered.



"the man who doesn't Golf"

—or indulge in some form of regular recreation, invariably starts to 'slip down hill' at forty.

The young man of fifty who takes his golf and his outdoor pursuits as part of the business of life is not nearly so elderly as 'Old man Jones,' his 39-year-old neighbor, who *always* works and *never* plays.

Healthy, outdoor recreation prolongs youth. Palos Verdes is the greatest vacation place in the Los Angeles area. When you live in Palos Verdes you will have a Golf Club at your doorstep—your own Golf Club because membership is included in your title deed.

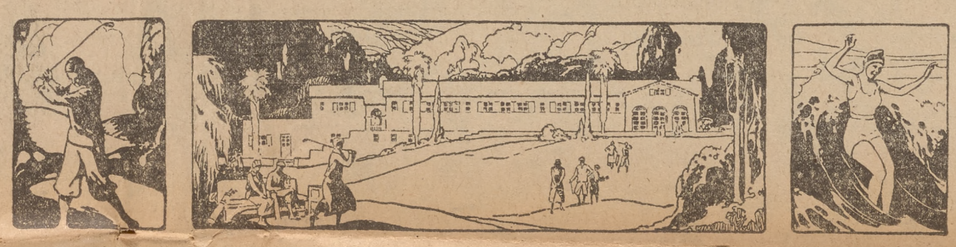
A better course, too, because 14 of its 18 holes have an uninterrupted ocean view—the only all-grass seaside course anywhere within 100 miles. There is a Club House (now fast approaching completion)—this will be yours.

When you live in Palos Verdes you will have more than 450 acres reserved for parks, planted and beautified for your exclusive use. Bathing beaches—not disfigured by hot-dog and peanut shacks, or sold out to private ownership—but dedicated to your use. Hillside trails, bridle paths, decorative parkings will be yours to have and to hold forever.

All basic improvements are in—gas, water, electricity and good roads. Business plazas are building, landscaping program proceeds apace, flowers are blooming, one thing only is missing—*Your* home, on the hillside.

Why delay longer. Yesterday has just passed. Tomorrow never comes. Prices are low—they'll never be as low again—nor you as young.

Come and live and play where Homesites are as low as $2000 to $6000 and up.



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GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales*, Bank of America, *Trustee*. *Phone* VAndike 2481

BEST ROAD
DRIVE to Redondo. Follow Redondo Esplanade to end—road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices. Private automobiles leave the Lane Mortgage Bldg. daily at 9:30 a.m. Phone for a reservation.

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

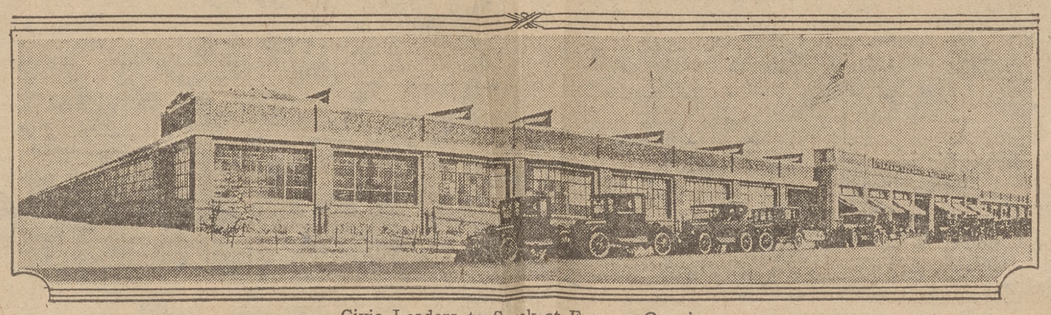
POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012-W

Mail This Today

(COUPON)
PALOS VERDES ESTATES
564 Lane Mortgage Bldg.
Los Angeles
Send me booklet and full information regarding Palos Verdes—the New City.
Name _____
Address _____

Six Acres Covered by One-Story Manufacturing Unit



Civic Leaders to Speak at Forman Opening

Above is one view of the newly finished Weber Showcase and Fixture Company's factory at South Park and Slauson avenues.

Mirror Factory in San Diego to Start Operation

[EXCLUSIVE DISPATCH]

SAN DIEGO, Sept. 18.—Manufacture of mirrors of all kinds will be started here in the near future by the W. P. Fuller Company, which recently completed a building 25x100 feet for that purpose. Machinery has been ordered and its installation will be made immediately.

The increased local demand for mirrors and other glass products, brought about by the establishment of furniture factories and the increased volume of home building, necessitates a mirror factory here, according to C. W. Jackson, San Diego manager of the Fuller company.

The Fuller company also plans to install three tanks of 20,000 gallons capacity each, for the storage of linseed oil and turpentine.

NATIONAL REALTY MEETING DATE SET

Bert L. Clogston, a member of the Los Angeles Realty Board delegation at the National Association of Real Estate Boards' convention at Washington last June and who was elected chairman of the home builders' and subdividers' division of the national association, has received notice of the mid-winter meeting of the national association, which is to be in Dallas, Tex., January 14, 15 and 16. Chairman of divisions are to attend. Mr. Clogston as chairman had been advised that he must appoint about twenty divisional committees to consider and report on various angles of subdivision work.

The same gloss or coating used on chinaware is being used for the coating of art paper.

Glorious Days the whole Year 'round

A MILE or so off shore — in the channel between Palos Verdes and Catalina — the Ocean is 2,500 feet deep. That is why a summer's day in Palos Verdes is so delightful and why the temperature, the whole year 'round varies only 18 degrees. Because of this also, it is cooler in summer and warmer in winter than in downtown Los Angeles.

This deep-water belt — itself almost unchanging in temperature — sends gentle, cooling breezes across the hillsides of Palos Verdes all summer long and, in winter, radiates its warmth over the nearby land.

Sunshine is almost constant. During the rains some days are overcast, but a seven years' survey shows an average of less than 3 days a year in which the sun did not shine. Frost, below the 700 foot level is unknown, and fog is very rare — less than two-thirds the amount recorded anywhere in Los Angeles valley. Air velocities, regularly measured at government stations, register only half those observed inland.

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OPEN COAST LINE — FOREVER — The entire beach line is dedicated to the people in perpetuity. Original indenture protects coast line against private ownership of any kind. *One fourth of the city for Recreation* — one acre in every four (457 acres) is reserved for parks, playgrounds, etc.

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Mail This Coupon *Today*

PALOS VERDES ESTATES
565 Lane Mortgage Bldg.,
Los Angeles

Send me booklet and full information regarding Palos Verdes — the New City.

Name _____

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Appeared in
Date 9/14/24
Page 6/8
Ad. No.

Industrial Districts Have Separate Stations

ly in Advance of Others in Medical Service

Los Angeles is far in advance of er American cities in the care its industrial casualties, asserts G. Arnoll, manager of the in- trial department of the Cham- of Commerce, who has just pleted a tour of inspection to eleven industrial hospitals ntained by the Medical Service poration.

This corporation, which main- his a fully equipped industrial pital on the fourth floor of the ntages Theater Building, is ded by Dr. G. H. Fielding and ntains a staff of twenty doc- working on full time, a num- on part time and a great num- of affiliated doctors in all parts the city. In addition there are the staff many specialists, such neurologists, optometrists, ortho- ic surgeons and dermatologists. The corporation will be ten years in December, it having come existence shortly after the pas- of California's workmen's mpensation law in 1914. While State boasted such a law three rs earlier than that date, that was without "teeth:" it made mpensation of disabled workmen untary and optional on the part the employer.

man, defraying doctor bills and hospital expenses.

Insurance companies demand accurate, thorough and complete accounts of all accidents. They also require that all disorders which the victim might have had before the accident and which were brought out by the shock be excluded from the actual report of the accident. The Medical Service Corporation has built up an understanding of these requirements, with the result that this corporation now cares for the policy holders of a great number of insurance companies.

A completely equipped hospital is operated by this corporation on the entire fourth floor of the Pantages Theater Building. Cases arising in the downtown stores, practically all of which take the service of the corporation, are handled here. The remaining ten branches of the corporation are scattered throughout the industrial district. Each is a complete hospital in itself, and is under the direction of a skilled physician who has put in several weeks of training in the downtown hospital to become acquainted with the service.

With the opening this month of the Roosevelt Hospital, a 100-bed institution at 326 West Jefferson street, the corporation will care for its hospital cases there. The Roosevelt Institution is the last word in hospital construction and equipment, and is the result of a lengthy study of requirements by the best medical talent in the city.

A Philadelphia man has invented a vacuum cleaner to be attached to any automobile.

Pressed Brick Company, will be shattered by the [illegible] September, which will exceed the previous monthly average by 50 per cent, it was disclosed yesterday in a report issued by Fred Harrison, sales manager of the concern.

The principal factor in the remarkable increase of carload shipments, according to Mr. Harrison, is the unprecedented amount of school and public building construction now under way in various parts of Southern California, due to the increase in population in this territory. School construction in Arizona accounts also, to an extent, for this increase in business. Schools and public buildings on the September schedule of delivery of the Los Angeles Pressed Brick Company, are as follows:

Miles district school, Whittier; Open Air school, Pasadena; Whittier school, Long Beach; Community Hospital, Riverside; Edison school, Long Beach; Lincoln junior high school, Santa Monica; Southern California Athletic Club, Elsinore; Indian Mission school, Riverside; Whittier Union High School, Whittier; Bakersfield High School, Bakersfield; Young Women's Christian Association, Long Beach; City Hall, Sawtelle; First Congregational Church, Eagle Rock; Christian Science Church, Pasadena; Fremont elementary school, Alhambra; Orange-avenue school, Compton; Tamarino School, Monrovia elementary school, Hermosa; primary school, Hermosa Beach; grade school, Whittier; boys' dormitory, Whittier College, Whittier; Huntington Park school annex, Huntington Park, and Placentia-Richfield school, Placentia.

Gypsum Plaster Sales Increase Over Last Year

A report of sales for the first eight months of 1924 issued by C. A. English, manager of the Pacific division of the United States Gypsum Company, in connection with the close of red top week, celebrated throughout the country by building material and plastry by building material and plaster dealers, shows an increase of 25 per cent over the same period last year.

"The phenomenal building activity in Southern California and the extensive use of gypsum plaster for interior effects, is largely responsible for the sales gains we have made," Mr. English stated yesterday. "Plans are now under way for the further improvement of our mills and the construction of new office buildings, in order that we may keep pace with the demand for our products.

"The report indicated an increase of 125 per cent in sales volume over 1920.

Many debutantes of London have been growing their hair between seasons in order to comply with the new styles that require long tresses.

G-E new Porcelain Sockets at Half & Less

A fortunate purchase of an on hand stock for considerably less than the ordinary price enables us to make you most unusual offerings.

Everybody in America knows the high standard of quality maintained by the G-E line. Think of buying their porcelain light sockets at half price and less.

60c Key Wall Sockets, 35c
These have the small base.

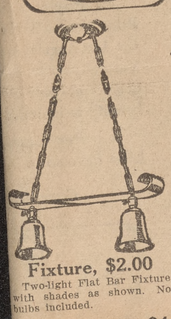
40c Keyless Wall Sockets, 18c
These also have small base.

70c Keyless Wall Sockets, 25c
These have 4-inch base.

50c Keyless Wall Sockets, 18c
These are the keyless, cleat type Wall Socket with small base.

45c Key Pendant Sockets, 24c

60c Key Cap Sockets, 24c
These are the key ⅛ cap sockets.



Fixture, $2.00
Two-light Flat Bar Fixture with shades as shown. No bulbs included.

Fixture, $4.75
One of the popular new Wrought Iron Fixtures as shown above. It is our No. 974. No bulbs included.

Please Note: While this is a large purchase and stocks are ample, we believe, to meet all requirements, we reserve the right to limit the quantity one customer may purchase.

No. 14 Rubber Covered Wire, 80c hundred
Loom, $2.50 per hundred
Gangable Loom Boxes, 12c each.
No. 14 R. C. Wire, inside or outside kind, 80c per 100 feet.
Flash Switches, 25c each.
Main Line Switches, 55c each.
Split Knobs, $2.00 per 100.
Brass Key Sockets, 25c each.
Single 040 Brass Switch Plates, 13c each.

One-Panel Doors, $3.00
The popular one-panel doors at the unusually low price of $3.00 each.

Five-Panel Doors, $2.50
In the standard size, 2.6x6.8.

Breakfast Sets, $12
This consists of four chairs with either high or low backs and one table in the gate-leg design—all unfinished—chairs of hardwood and may be decorated to suit individual taste.

Breakfast Nooks, $22.50
Complete breakfast nooks—table and two benches—all fold back into the wall, requiring a space only 4 inches deep.

100 Pedestal Lavatories
At $10 and $15 Each

Deck Paint, $2.75 Gal.

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For Sept. Adv in Evidence → forward 3rd Page

Ad. No.
Title
Appeared in
LA Times
6/18
Space

SUNDAY MORNING. Los Angeles

PROGRESS in

REFRIGERATION PLANT STARTED

O. J. Weber Company Will Have New Home

New Organization Perfected With $250,000 Capital

Factory to be Completed by Austin Next Month

Work on a new plant to house the recently organized refrigeration department of the O. J. Weber Company was begun last week by the Austin Company of California and is to be rushed to completion during November.

The new plant is located at 910 East Sixty-first street in the Daum Southeast Industrial Gateway Terminal. The building plans call for

Modern Factory at Orange Permits Efficient

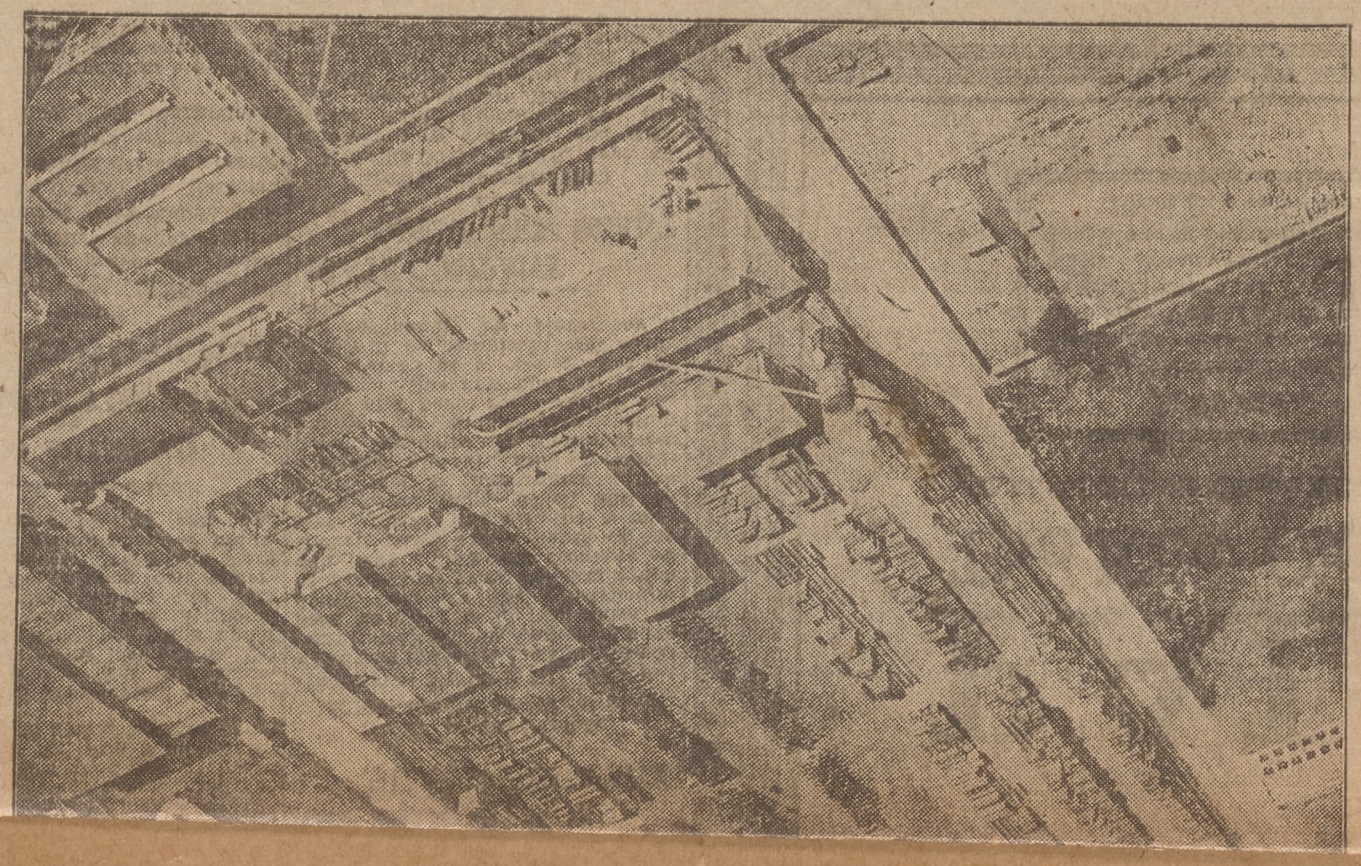
Your Inspection Is Cordially Invited

C. GANAHL LUMBER COMPANY
INCORPORATED

WE take pleasure in introducing to this great community, on the occasion of our fortieth anniversary in business, a new and splendidly equipped plant commensurate in size with the importance of this city and designed to maintain the high standard of service associated with our name.

AT

5900 SOUTH PARK AVENUE



Additional Classified

J—REAL ESTATE
(64) Display Classified.

J—REAL ESTATE
(64) Display Classified.

MORSE BUILT BUNGALOWS

$6500—Five-room Bungalow, corner lot, hardwood floors throughout. Breakfast nook, built-ins, lawn. Best of construction, $1000 down; easy terms. 1012 Patton street.

$5950—Five-room Bungalow, inside lot, hardwood floors throughout; breakfast nook, beautifully decorated. Constructed to last. Lawn. $1000 down; easy terms. A wonderful buy. 1014 Patton street.

$5750—Four-room Bungalow, lot 55x119. Every modern convenience, hardwood floors, breakfast nook. Buy now and select your own fixtures and decorations, $750 down; easy terms.

$3700—Three-room house on rear of lot, 55x119. We have plans for double bungalow or four or five-room house to be built on remainder of lot. Wonderful chance to own your own home and at the same time having an income property to take care of your payments.

Why not let us help you plan and estimate the cost of the home you wish to build? This service does not obligate you in any way.

MORSE
Contractor and Builder
1414 W. Eighth Street

MEN OF THE FLEET, WE GREET YOU

Buy It Wisely, Pay for It, Keep It and It will Keep You!

The coziest home of five rooms, modern, close in; sidewalks and streets $4500, $500 down.

Another dandy four-room on same street, modern and garage. $4750, $1000 down.

4-room modern, close in, on 17th street, fine view of harbor. $4000, $600 down.

Fine little home of four rooms, modern; garage. A real buy, $3800, $500 cash.

Let our courteous saleslady show you some of the best buys on earth.

LOCKHART REALTY BROKERS
Phone 2075-W 1223 Pacific Ave.

$6000—Seven-room Cottage, Point Firmin. Splendid location. Lot 50x122. A bargain for quick sale. Terms can be arranged.

$2750—Modern three-room bungalow. High, sightly location. Small cash payment can take it.

$7000—Six-room bungalow on large corner 60x135, Vista Del Oro. Plenty additional room for further improvements. This is a real bargain. About half cash.

Don't fail to visit our tract office on ocean front, Peack avenue and Leland street. Look over the bargains in ocean view lots.

WILDER & BROWN, Inc.
Elks' Building Phone 74

WANT HOME OR INCOME

Will trade large lot in Lomita on boulevard and add cash and assume for 5 to 7 room home or other good property. Submit at once

COURTESY TO AGENTS

J—REAL ESTATE
(65) For Sale—Houses

WELCOME TO THE NAVY
Bungalow Bargains

$2750

Dandy little 3-room plastered home, modern in every detail; located in the north end, 2½ blocks west of Pacific Ave. Lot 40x75 ft. Terms, $270 cash, the balance at $35 per month including interest.

$3000

FINE new 3-room modern bungalow, garage and driveway; located in north end, near car line, bus and school. Lot 40x120. It's a bargain, ½ cash.

$1975

4-room house (unfinished) on a dandy lot, size 40x125; southwest part of town, near school and bus. This house is ready for lath and plaster. Will take about $800 to finish up and you will have a $4000 home. $1275 cash, the balance at $15 per month.

$3800

Dandy 4-room modern bungalow, located at 1008 First St., 2 bedrooms, combination living and dining room, cabinet kitchen; $1400 cash, the balance at $40 per month.

$4000

Now under construction; 4-room bungalow on 26th St.; garage and driveway. Will be ready for occupancy about November 1st. Terms, $500 cash and $50 per month.

$5950

New 5-room home, hardwood in living and dining room; all modern built-in features; lot 40x150 ft.; garage and driveway; only $250 cash required, the balance at $60 per month, including interest.

$6200

Lovely 5-room bungalow in Vista Del Oro; $800 cash and $50 per month.

$6200

New 5-room bungalow, garage and driveway, on a beautiful corner lot, 50x85, in Vista Del Oro. $1250 cash, reasonable monthly payments.

$5500

5-room California house, on 17th St. between Grand and Gaffey Sts. $500 cash and $75 per mo.

HAVE YOU A CLEAR LOT?

We wil build for you and finance 100%, a home to your own plans, or you can select one of our beautiful house plans. Come in and look them over.

100% FINANCING
HOME REALTY CO.
Bungalow Specialists
Phone 1734 454 6th St.

(67) For Sale—Lots

FOR SALE—Pacific Ave. business lot, very cheap; south of 6th St. Small amount of cash handles. Principal, write Box 73, Daily Pilot.

POINT FIRMIN BARGAIN
LOT on 40th St.; $3200 cash.
CARR REALTY CO.
Ph. 226 339 7th St.

See "America" first! — at Cabrillo Theatre. 93-3

J—REAL ESTATE
(67) For Sale—Lots

Look These Bargains Over

DANDY level lot near car line close to school; just right for small home. A snap; $1000; easy terms.

BEST view lot in San Pedro for the price, 50x125, close in. You can't go wrong on this one for $1800.

HERE is a chance to make $500 quick. A level lot 40x125, ½ block from Pacific; worth $4250 for sale for a few days; $3400 $500 down, takes it.

FOX REALTY CO.
Phone 1705 731 Pacific Ave

$10,000.00

For a business corner showing 1 per cent income on the purchas price. Corner consists of a lo 40x125 to an alley; store an butcher shop and 2 small houses Property increasing in valu daily. Terms can be arranged.

Call Mr. Van Gieson, with
H. J. Anderson, Realtor
700 S. Pacific Ph. 1642-R or 16

(75) For Sale—Country

California Acreage For Sale—

If in the market for ranch lan we can show you the best an highest producing grape land i the world; excellent for cotton vegetables, berries and fruits perfectly level; very deep soil plenty of water; underground ce ment pipeline. 10 acres will giv you independence and a hom and can be bought on easy terms

N. E. Damico & Co.
424 6th St. Phone 105

BARGAIN—2½-acre chicken ranch H. A. Murphy, 639 23rd St.

TEN-ACRE chicken ranches nea Riverside, $1500; $150 to $20 down; $15 per month. Inquir Ben Reutepohler, 1025 Pacifi Ave. Phone 1934.

(76) Wanted to Purchase—Real Estate

HAVE BUYERS

$1000 to $2000 cash. Want 5 an 6-room houses in V. D. O. or o paved street.

LIST WITH US TODAY
SIUTER & CO.
485 7th St. Phone 269

WANTED TO BUY

Have a client with a 1923 Maxwe Sport model touring car in goo condition, who wants to use as first payment on a 3 or 4 room modern house.

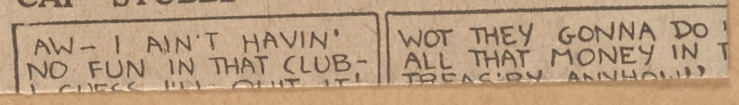
Call Mr. Van Gieson, with
H. J. Anderson, Realtor
700 S. Pacific Ph. 1642-R or 16

Mrs. Humphries, Terminal Island- There is a ticket to the Cabril theatre for you at The Dail Pilot office.

LOTS WANTED—Will accept you lot on new 5-room stucco; owne 1135 W. 13th St., V. D. O.

Weather or not does not bot er people who do their shoppi the Classified Ad way.

"CAP" STUBBS



Ad. No.
Title
in Date
Daily News } 10/1/24

For Sept. Adv in Evidence → forward 3rd Page

Ad. No.
Title
Appeared in
Space 6/18

LAUDS MOVE TO SAVE DISTRICTS

Industrial Property Cause is [illegible]

Expansion of City to Take in Areas Seen

Segregation of Residence and Plant Sites Urged

Industrial Realty Department, W. H. Daum & Staff

The bread-and-butter real estate in and around Los Angeles is the factory sites, where our raw materials are to be made into manufactured goods for all the world. That is the real meaning of a meeting of City Planners as told in The Times of last Sunday.

The fact that this meeting was participated in by the four railroads of Southern California as well as by the Regional Planning Commission, the City Planning Commission, the Realty Board and the Chamber of Commerce, indicates that these organizations are alive to the land requirements and transportation needs of a well-ordered industrial expansion.

At this meeting, according to the reports, emphasis was given to the fact that streets and highways in the future must be distant at least 300 feet from the tracks of main line transportation systems, instead of being immediately contiguous. This is an extremely important point.

SPUR TRACK

In many instances one single spur track across the highway serves an entire tract, leaving the rest of the road clear from grade crossings, while at the same time providing direct trackage for every present and future factory.

To prove the need of this, the illustration follows:

The Harbor Truck Boulevard, which should be lined on both sides with factories, has been seriously handicapped by the fact that the Southern Pacific Railroad skirts it all the way. For this reason factories can be built on one side of the road only, and these cannot have direct trackage without the road being crossed by spur tracks for each individual plant. If such spurs were permitted, the truck boulevard would be almost useless for its main traffic purposes.

The same thing is true of Alhambra Road and Valley Boulevard to the East; also of San Fernando Road to the north, and of Slauson avenue to the west via Inglewood. In each of these cases one side of the road has been made impossible of development, extremely valuable factory frontage has been destroyed, and spurs to the opposite side for serving the industries are possible only by crossing the streets at grade every few hundred feet.

NEED URGENT

There is urgent need for evolving a plan under which there will be no repetition of these mistakes in the laying out of our future factory district. However, it is necessary to first plan the district and then to have tthe plan consistently and rigidly enforced by proper authority having power to compel adherence to its dictum.

Again, it is just as important to segregate residential and factory districts. The workers must live within reasonable distance from their factory. Within walking distance where possible, and with 5-cent fares, where it is necessary to rely on transportation to and from work. The correct policy is to have each industrial section provided with a near-by residential district, and it is important to make these residence tracts as beautiful, homelike and livable as are the more exclusive residential districts.

ORDER PARAMOUNT

These are imperative considerations for the orderly progress of Los Angeles industrial development. No time should be lost in getting the matter beyond the conversational stage and into the hands of authority with enforcing powers. It is even more important than residential planning, for it is the present and future industries that are to make the dreams for this great center of production and commerce come true.

The rapid development now under way means that this industrial territory now just outside the city limits will soon come under city jurisdiction. The Regional Planning Commission and City Planning Commission can undertake no more important work than rapid assimilation of industrial territory to the east and south.

Large Sum in New Program of Construction

A general office building, two warehouses and gravel pit, involving the expenditure of $200,000, are included in the construction program of the George L. Eastman Company, material dealers, according to E. C. Chamberlain, vice-president and field department manager.

Construction work has been completed on a small warehouse, which will be used for the storing of general materials. The Union Iron Works of Los Angeles has started erection work on a 270-foot runway, with a five-ton crane, double box girder type, for the steel yard, to be used in the handling of reinforcing steel.

A second warehouse will be built alongside the steel yard and will serve as storage quarters for reinforcing steel. The general office building will be used by the building materials and steel departments. It will be one story in height and will face on Alameda street.

According to present plans, the gravel pit will lie a short distance from the general office building. A clam-shell type shovel will be used for the handling of all gravel.

SIDEWALKS SOUGHT

[LOCAL CORRESPONDENCE]

VAN NUYS, Sept. 27.—As the first step toward securing the installation of the free mail delivery system here, home owners are affixing their signatures to petitions being circulated for the laying of sidewalks throughout the residential district of the original townsite.

CEMENT FIRM INCORPORATED

Company Will Develop Large Valley Holdings

Location of Plant Not Yet Decided Upon

Permit is Granted by State Corporation Commissioner

[illegible] American Portland Cement Company, incorporated under the laws of [illegible] just been granted a permit from the Commissioner of Corporations to do business in this State. The company is capitalized at $3,000,000, composed of 300,000 shares, all common stock.

This announcement was made last week by one of the officers of the company. The organizers, a group of prominent Los Angeles and Hollywood business men, are W. L. Peck, president and general manager, H. T. Lucas, vice-president; C. E. Merryweather, secretary, and S. G. Ulmer, treasurer. The board of directors, in addition to the officers, includes O. T. Deal, William H. Hopper, E. P. Connolly, David Shepherd, H. B. De Long.

The holdings of the company, which will be developed into one of the large cement plants of the West, according to the plans of the company, are what is known as the Toltec group of claims, and comprise 1140 acres of land in Townships 15 and 16, S. R. 9, and 10, E. S. B. B. & M., located in Imperial county.

The plant to manufacture cement will be built at either National City or El Centro or Coyote Wells.

The Toltec group is located two and a half miles from Coyote Wells, which is on the main line of the San Diego and Arizona Railroad, and also is on the California paved highway connecting San Diego with the Imperial Valley.

The company will engage in the manufacture of Portland Cement, clay tile and other products.

After extended examination of the properties by experts of the company, it is announced, the available tonnage is estimated to be in excess of 15,000,000 tons of shell lime. This estimate is based almost wholly upon the tonnage indicated of the shell lime now exposed, and no allowance is made for beds known to exist but of unknown dimensions, it was said.

The 15,000,000 tons of shell will furnish sufficient material to operate a 2000-barrel cement plant constantly 350 days in the year for over 100 years, company officials said.

The company will build the first unit of 1500 barrels capacity as soon as a suitable location can be agreed upon, and other units will be added according to the demand.

Gas Plant Near Completion With Large Capacity

The gasoline absorption plant of the Interstate Oil Corporation under construction by the Southwestern Engineering Corporation in the Maricopa field is rapidly nearing completion, according to an official of the firm. The plant will have a capacity of 1,000,000 cubic feet of gas a day and is arranged so production capacity can be readily increased from time to time as the volume of gas builds up.

Engineers in charge of construction expect to have the plant completely installed and in operation within the next few days. Either high or low gas pressures may be handled as the plant is amenable to a number of flexible arrangements, which require no change in construction. The corporation is furnishing all special and standard apparatus used in the plant. Approximately $20,000 is involved in the erection of the gasoline absorption plant.

NEW FACTORY FOR HUNTINGTON PARK

[LOCAL CORRESPONDENCE]

HUNTINGTON PARK, Sept. 27. Huntington Park is to have another new industry, the Dyrr Manufacturing Company. Contracts have been awarded to C. A. Shaw of South Gate for the construction of a one-story brick building which will have a fifty-foot frontage on Bickett street and a depth of 150 feet. There will also be a one-story brick office, which will be 20x16 feet in dimensions. The company already has an established business. It manufactures bodies for automobiles, camp beds, and parts for farming machinery. The new building is being erected at a cost of $16,500 and will be completed and ready for occupancy by November 1, next.

AGATE COMPANY OPENS NEW PLANT

[LOCAL CORRESPONDENCE]

HUNTINGTON PARK, Sept. 27. Another new industry, the California Agate Company, was put into operation here this week on Regent street. Marbles are being made by the new plant from onyx which is obtained from a mine in Lower California. The onyx which lies on the surface is used because it contains the most color. The California Agate Company formerly was located on Temple street, in Los Angeles. Two months ago the company began the construction of their building here. Forty people, it is said, eventually will be employed to take care of the business. Besides marbles the company also manufactures beads, knobs for gear shifts, tops for radiator caps and novelties.

FILM COMPANY BUYS GUARANTY OFFICES

Rockett Productions, Inc., have established their executive headquarters in the new Hollywood Guaranty Building, where, according to Hal C. Hardin, they have just purchased four fine, large offices at a cost of $22,000. Associated with Mr. Rockett in his $1,000,000 corporation are Joseph Allen of Rothacker Laboratories, as vice-president, and Douglas L. Skelly of North American Bond and Mortgage Company sales department, as secretary and treasurer.

"Fore!" — and after

EIGHTEEN holes of the finest Golf in all Southern California! — and the best game you've played for months! — over a course which is the sportiest of them all. Then, home to your own wide, cool verandah overlooking the blue Pacific, and a long, cool drink or perhaps a dainty meal. Here you will experience the joy of *real living* — in an environment truly ideal!

'Rest' and 'refreshment' — this is just what Palos Verdes means for you. Not alone in the free membership in its Golf Club, but in the daily life of its community.

Los Angeles has many Golf Clubs, but only in Palos Verdes is membership included in home ownership. Nowhere else, between Santa Barbara and San Diego, will you find an all-grass seaside course, where from 14 of its 18 bent grass greens you can get an unobstructed ocean view. Nowhere else can you find such provision made for recreation, for social activity and for ideal living. Palos Verdes stands supreme in this respect.

In addition to this there will be 457 acres of beautiful parks — planted with trees and shrubs — school sites aggregating over 150 acres, 20 miles of good roads, a six million gallon water system of its own, an Art Jury to ensure artistic buildings. Gas, electricity and all basic improvements — all these things are there already, and all contribute to make Palos Verdes the place for you — the ideal place for you and your children.

Let us show you some of the Homesites that are still available at the original prices — $2000 to $6000 and up

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales*, Bank of America, *Trustee*. *Phone* VAndike 2481

BEST ROAD

DRIVE to Redondo. Follow Redondo Esplanade to end — road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices. Private automobiles leave the Lane Mortgage Bldg. daily at 9:30 a.m. Phone for a reservation.

REDONDO
Howard H. Towle
Lobby Redondo Hotel
Phone 5005

TORRANCE
Gilbert, Hansen & Page
Phone 166

PALOS VERDES
Office near entrance
Malaga Cove District

LONG BEACH
D. P. Marvin
242 East First St.
Phone 636-476

POMONA
Tolton Company
285 N. Garey St.

SAN PEDRO
A. M. Ferguson
Sederlund Bldg.
495 7th St.
Phone 1012-W

Mail This Today

(COUPON)
PALOS VERDES ESTATES
566 Lane Mortgage Bldg.
Los Angeles
Send me booklet and full information regarding Palos Verdes—the New City.
Name _____
Address _____

LEASES NEGOTIATED

Two New Concerns Acquire Quarters in City

Two new enterprises have located in Los Angeles, according to the J. W. Lewis Company, who reports the leasing through S. G. Ries, of a suite of offices in the "Calo" Building located at the southwest corner of San Pedro and Winston streets to the Technical Publishing Company, publishers of text books dealing in mechanical and technical subjects. The Lewis Company also reports the leasing through Mr. Ries of offices in the same building to the United Diesel Engineering Company. This company, perhaps the only one dealing exclusively in Diesel engines for both land and marine installation, reports having contracts for large units of Diesel machinery for Southern California installation. The proprietors are: Harry Driggs, well known among oil men in the United States, and Julius Rosbloom, recognized authority on Diesel engines and author of many books on technical subjects.

BODY WORKS LEASES LARGER QUARTERS

S. C. Anderson of the W. Ross Campbell Company, business and industrial property brokers, industrial department, has leased the Class C brick building, located at 1954-64 South Los Angeles street, to Nogues Commercial Auto Body Works for a period of ten years. The Nogues Commercial Auto Body Works specializes in custom body building. The move was occasioned by the firm's need for larger quarters and they have removed from their former location at 227 East Market street to their larger quarters on Los Angeles street which give them a total of 17,000 square feet. No improvements will be made on the property.

INDUSTRIAL PARLEY DATE IS ANNOUNCED

Announcement is made by the Anaheim Realty Board that plans are being developed for the holding of the first annual industrial conference of the California Real Estate Association at Anaheim on December 6, next. President Sidnam of the Anaheim Realty Board is the authority for the statement that the program originally planned, for last spring when the Valencia Orange Show was to be held, has been greatly increased in size and that representatives from all over Southern California are pledged to attend the Anaheim meeting to discuss the development of California industrially.

LEASE IS ANNOUNCED

Through the W. Ross Campbell Company, business and industrial property brokers, a lease covering space on the ninth floor of the Transportation Building, Seventh and Los Angeles streets, was consummated this week between the Pacific Factors, Inc., a newly organized Los Angeles concern, as the lessee and the Standard Holding Corporation, the lessors and owners of the Transportation Building, by Fred H. Baruch of the W. Ross Campbell Company industrial department, who represented both parties in the transaction.

PERMITS PASS 1000 MARK IN SOUTH GATE

[LOCAL CORRESPONDENCE]

SOUTH GATE, Sept. 27.—The thousandth building permit since the incorporation of South Gate in 1923 was issued during the week to Mrs. May Hartman, 1423 West Ninety-eighth Place, Los Angeles. She took out the permit for the erection of a $3000 residence and garage on Otis street.

BANKER IS BUYER

Hollywood Industrial Business Property Sold

Bankers are looking with strong favor upon industrial business property, according to O. S. Strain, manager of the Hollywood and San Fernando division of the Frank Meline Company, who announces a sale just consummated, in which a local banker acquires a corner at Alameda and Commercial street.

The property is improved with a three-story hotel building, with stores on the ground floor.

The buyer purchased the property as an investment, the purchase price being said to have been close to $100,000.

Sam Gitelson, former owner of the property, accepted as part payment an eighteen-acre orange grove at Fullerton valued at $50,000.

The new owner was represented by C. L. Tanner of the Hollywood division of the Frank Meline Company and Charles H. Mash, local broker, represented Mr. Gitelson.

LETTUCE PROSPECTS BRIGHT IN IMPERIAL

The fear that the shortage of water might retard or prevent a good yield of the lettuce crop in the Imperial Valley this season is not founded in fact, according to Ray Edgar, director of the California Real Estate Association, who is the authority for the statement that between 2000 and 3000 more cars of lettuce will be shipped this season than was sent East last year. The tables in New York will have Imperial Valley lettuce on their Christmas menu, and the sprouts of the new plants are already showing their heads, says the pioneer realty man of Imperial Valley.

"In the glory of the sunset— in the purple mists of evening"

—LONGFELLOW

THIS MAY JUST SUIT YOU

FOR SALE: A 6-room Spanish house, oak hardwood thruout, Tiffany finish, 2 bathrooms, shower, tiled. Spanish corner fireplace in large living room. Casement windows, patent roller screens. Large terrace front, patio in rear. Concrete Garage. Size of lot 60 by 140 feet. Permanent unobstructed view—shown only by appointment. Phone VAndike 2481, or call at the Sales Office at Palos Verdes.

LONGFELLOW had an infinite capacity for appreciating Nature—sunsets, mountains and ocean to him were intimate friends, among whom he lived and wrote his poems. You, in this work-a-day world, whether you realize it or not, cannot afford to altogether disregard this 'friendship' that Nature offers.

"In the glory of the sunset"—that's Palos Verdes—a poem of the Pacific—*but*, a poem with a very definite purpose.

Anybody who has ever visited Palos Verdes knows that its magnificent location and its superb ocean view are admittedly superior, but only those who have bought their Homesites there have the true conception of what Palos Verdes really is.

Do you know, for instance, that the New City in addition to its wonderful ocean and mountain views, is actually the greatest residential development of its kind in the whole United States?

Do you know that its huge improvement program, which by the end of this year will exceed Two and a Quarter Million Dollars, is independently financed and does not depend on land sales? The cash for basic improvements was subscribed by the General Public who underwrote the whole project before a single acre was offered for sale.

Nature has so richly endowed Palos Verdes that it might have remained forever a secluded district, possible only to a wealthy few—on the contrary, it has been developed along such common-sense lines that now over 3000 people in all walks of life have selected their permanent Homesites there.

Do not think Palos Verdes prices are high—they are not—they are considerably lower than most other communities having far less to offer.

Drive down *today*—see for yourself—get the inspiration of the mountains, inhale the salt breeze off the ocean, see the Golf Course (nearly finished), notice the tremendous improvement activities—then make your selection while prices are still low.

Homesites are still $2000 to $6000 and up.

BEST ROAD—Drive to Redondo. Follow Redondo Esplanade to end—Road leads directly to Palos Verdes. Direct tickets via Pacific Electric at all P. E. Railway offices. Private automobiles leave the Lane Mortgage Bldg. daily at 9:30 a. m. Phone for a reservation.

FREE BOOKLETS—Mail the coupon *today* for a complete story of the New City—Palos Verdes.

LOS ANGELES IS GROWING TOWARD

Palos Verdes—*the New City*

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567 Lane Mortgage Bldg.,
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.

Name _____

Address _____

PALOS VERDES

Office near entrance Malaga Cove District

SAN PEDRO

A. M. Ferguson, Sederlund Building

495 Seventh Street Phone 1012-W

GENERAL SALES OFFICES:
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8TH AND SPRING STREETS
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee
Telephone VAndike 2481

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4/18
Ad. No.
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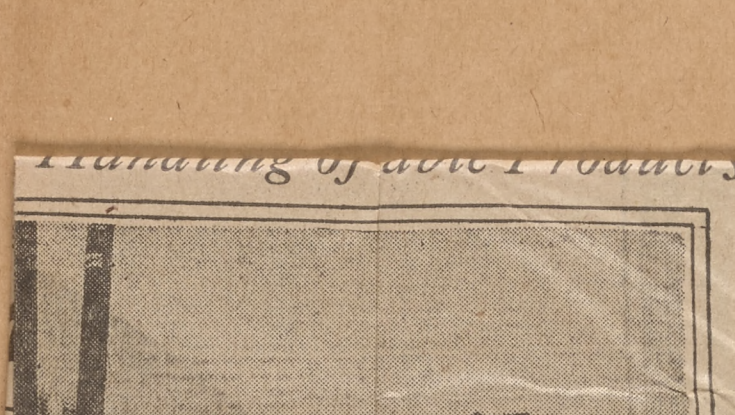
...Handling of able Products



...on Mill Operations

CREAMERY COMPANY EXPANDING

Office Building, Garage and Other Additions Will be Constructed

Approximately $150,000 is involved in an expansion program now being completed by the Los Angeles Creamery Company at its Hollywood branch, situated at Milton and Orange, according to Robert Miller, vice-president of the Union Iron Works of Los Angeles. A garage, a steel shed and a general office building are included in the construction program of the creamery company, Mr. Miller stated.

The office building, of brick and steel construction with art stone exterior, will be constructed by May & Crimwood, general contractors. The Union Iron Works has designed and will erect the garage and shed, which will be of Westype design, steel frame construction, covered on the roof and sides with corrugated iron.

Shark flesh has always been regarded as a delicacy by the Japanese.

STEEL TRADE DECLINES

Export of iron and steel from United States during July ...unting to 138,845 long tons 16 per cent less than the ...thly average for the first six ...ths of 1924, while the imports ...unting to 30,410 tons was only ...er cent of the average for the ...months, according to Luther ...ker, chief of the iron and steel ...sion of the Department of ...mmerce.

...S REVEALS RAPID PROGRESS

California Wire and Cable Firm Plans Expansion Program to Meet Demand on Coast

Showing a remarkable increase in business since its incep... tion less than three years ago, the California Wire and Cabl... Company has found it necessary to erect a large electrica... power cable plant at Orange and the construction of additiona... insulated wire and cable factories in the northern part of th... State. Plans for the proposed Orange structure are now bein... worked out preliminary to actual construction.

Officers of the company sometime ago saw opportunities on the Pacific Coast for such factories because there were no similar industries west of the Mississippi River, and because of the large demand for products of this nature in this section. The California Wire Company and the California Cordage Company commenced operations in its factories at Orange, later merging as the California Wire and Cable Company, as it is now known.

LARGE DEVELOPMENT

The large electrical development on the Pacific Coast, including many new proposed projects under consideration, has caused the company to expand to the point where the company now finds it necessary to erect the additional structures in the southern and northern parts of the State.

Insulating of weatherproof wire which has been conducted heretofore by the California Wire Company at Orange is done by machinery commonly known as "braiders." These machines braid the cotton yarn around the bare copper wire, whereupon the wire passes through a compound solution, making it thoroughly weatherproof.

On account of the amount of business done by the company, and the amount of cotton used, that demand alone has necessitated the building of a cotton mill which was erected at Orange to supply the necessary yarns to the wire company. Taking into consideration both wire plants, namely, the one at Orange, and the one contemplated at Pittsburg, Cal., they will absorb all of the present capacity of the cotton mill.

The manufacturing of power cables and rubber-insulated wires, which the company is to undertake at Orange will mean a larger number of employees and an increased pay roll.

PROGRESS SHOWN

The company's progress is evidenced to date by the fact that in 1922, the wire company alone did a gross business of approximately $380,000, while in 1923, business increased to $1,552,000, and during the first six months of 1924 another increase was made, bringing the total business for the first half of 1924, to $1,056,000.

This increase in the amount of business is amazing when it is considered that the last three years were years not up to normal as to purchases of insulated electrical wire. With the large development already planned and the constant growth of all the power companies, from now on there will be a large and increasing demand for wire and cable.

The products of the company are used in volume by a large and increasing number of customers such as the public utility companies, street and steam railroads, large oil and industrial corporations, and many municipalities.

The Pittsburg factory will be built near the mills of the Columbia Steel Corporation. The Columbia Steel Corporation's copper rolling and which they have added to their steel business in Pittsburg are the only ones on the Pacific Coast. The California Wire and Cable Company has been appointed by the former concern, sole distributors of its copper-wire products.

Louis Koth, president and general manager of the company, was, prior to his present connection, president of a large industry in Illinois. Fred H. Alden, sales manager, has been in the wire and cable business for twenty years.

CHINA PURCHASES DROP

The dominant feature of the United States trade with the Far East during July, compared with the previous month, with the sharp decline of 45 per cent in merchandise exports to China, which amounted to only $7,097,000, according to the Far Eastern division of the Department of Commerce. This drop was undoubtedly due to the accumulated stagnation in Chinese business extending over a period of several months, the tendency between seasons of Chinese imports to lag behind exports until the latter have re-established purchasing capacity, and civil conflict.

ANNOUNCING

THE OPENING OF OUR NEW PLANT

Wednesday Evening, October 1, 1924

Additional Classified

J—REAL ESTATE (64) Display Classified.

J—REAL ESTATE (64) Display Classified.

MORSE BUILT BUNGALOWS

$6500—Five-room Bungalow, corner lot, hardwood floors throughout. Breakfast nook, built-ins, lawn. Best of construction, $1000 down; easy terms. 1012 Patton street.

$5950—Five-room Bungalow, inside lot, hardwood floors throughout; breakfast nook, beautifully decorated. Constructed to last. Lawn. $1000 down; easy terms. A wonderful buy. 1014 Patton street.

$5750—Four-room Bungalow, lot 55x119. Every modern convenience, hardwood floors, breakfast nook. Buy now and select your own fixtures and decorations, $750 down; easy terms.

$3700—Three-room house on rear of lot, 55x119. We have plans for double bungalow or four or five-room house to be built on remainder of lot. Wonderful chance to own your own home and at the same time having an income property to take care of your payments.

Why not let us help you plan and estimate the cost of the home you wish to build? This service does not obligate you in any way.

MORSE
Contractor and Builder
1414 W. Eighth Street

MEN OF THE FLEET, WE GREET YOU

Buy It Wisely, Pay for It, Keep It and It will Keep You!

The coziest home of five rooms, modern, close in; sidewalks and streets $4500, $500 down.

Another dandy four-room on same street, modern and garage. $4750, $1000 down.

4-room modern, close in, on 17th street, fine view of harbor. $4000, $600 down.

Fine little home of four rooms, modern; garage. A real buy, $3800, $500 cash.

Let our courteous saleslady show you some of the best buys on earth.

LOCKHART REALTY BROKERS
Phone 2075-W 1223 Pacific Ave.

$6000—Seven-room Cottage, Point Firmin. Splendid location. Lot 50x122. A bargain for quick sale. Terms can be arranged.

$2750—Modern three-room bungalow. High, sightly location. Small cash payment can take it.

$7000—Six-room bungalow on large corner 60x135, Vista Del Oro. Plenty additional room for further improvements. This is a real bargain. About half cash.

Don't fail to visit our tract office on ocean front, Peack avenue and Leland street. Look over the bargains in ocean view lots.

WILDER & BROWN, Inc.
Elks' Building Phone 74

WANT HOME OR INCOME

Will trade large lot in Lomita on boulevard and add cash and assume for 5 to 7 room home or other good property. Submit at once

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(65) For Sale—Ho

WELCOME TO T
Bungalow Ba
$2750
Dandy little 3-room p
modern in every d
in the north end, 2
of Pacific Ave.
Terms, $270 cash, t
$35 per month incl
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FINE new 3-room m
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HAVE YOU A C
We wil build for y
100%, a home to
or you can sele
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and look them ov
100% FINA
HOME REA
Bungalow S
Phone 1734

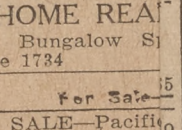
(67) For Sale

FOR SALE—Pacifi
lot, very cheap: s
Small amount o
Principal, write
Pilot.

POINT FIRMI
LOT on 40th St.
CARR REA
Ph. 226

See "America
Cabrillo Theatre.

"CAP" STU



DAILY PILOT

SHIPP

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Francisco, general cargo a
for Nelson Steamship co
Str. Claremont from G
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Lumber company.

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Wednesday, Octobe

British tanker Lompoc
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SAILED
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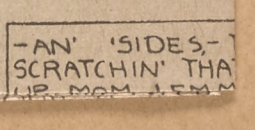
for Baxter Steamship c

No Sir! That



Ad. No.
In the Glory of the Sunset
Title
Appeared in Date
also San Pedro Pilot } 10/1/24
San Pedro Daily News }
Space Page in each

Ad.No.

Location, Climate, Recreat

Title

Date

Appeared in

L.A. Exam 10/5

6/18

Space

accompanying this article are
le proof of what can be accom-
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t on the awkward looking bay
dow houses found in almost
y community.

complete change in exterior ap-
rance has been gained by bring-
the main roof down in a long
e to cover a new porch. A
ngled hood across the front was
d to connect the porch and bay
dow.

n a book, "Better Homes from
d Houses," recently published by
large roofing manufacturer, a
aff of architects have developed
e plans of alteration for the bay
ndow type of house.

This book may be had through
ading building supply, hardware
nd lumber merchants, or may be
ecured by writing to the editor of
ur building page.

By LORIS V
Los A

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building to cost not less
$25,000.

Ad.No.

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It's only a few sho
Predictions are for a w
of ready roofing, shingle
leak materials, etc., on ha
prices. This is the oppor
to get their supplies.

Store Closed Saturday, October 11th

October 11 will be the annual picnic of all employees of the Whiting Mead Company and their families. All our stores, etc., will be closed on that date.

First Class Lumber

For a long time now we have been noted for the fine quality of our finish lumber. Having our own extensive yards, dry kiln and mills gives us every facility for supplying you good lumber at the right prices.

$2 King Roofing

Think of buying our famous
(sold by us for the last 12 years
prices. The light weight, regularl
$1.75 per roll; the medium, regular
$2.25, and the heavy weight, reg
now $2.75 per roll, and this include
cement complete, ready to lay.

Roof, Barn and Fence $1.25 Gal.

Either brown, red or gray at $1.25 per
in 5-gallon cans. For single gallons add 10c

Mineral Surfaced Roofing, $2.25 Roll

This is the red mineral surfaced roofing; adds a pleasing note of color to the house.

Kling-Tite Roof Coater, $1.05 Gallon

This is the genuine Gilsonite base, a plastic composition with a heavy asbestos filler. Not only will it stop leaks, but is fire resisting also.

$1.05 per gallon in five-gallon cans. Full, half or quarter barrel lots at 90c per gallon.

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$12.00 Fixture

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Five-light candelabra fixtures pictured at left.

A Clean Up of W at Less Than H

We are disposing of our 1924

Ad. No.:
Living as Nature Intended
Title
Appeared in Date
Euclidean Sept 1924
Space Page

Sept issue 1924

LIVING--As Nature Intended

PALOS VERDES has made provision for parks and playgrounds on a scale greater than in any other district in the United States. Four hundred and fifty-seven acres of park lands are reserved for recreational purposes—to be landscaped and planted out from Palos Verdes nurseries and maintained as the private property, in trust, of the townsite owners.

Arboreal gardens, golf links, bridle trails, parkings, etc., and over 3½ miles of seashore will be improved to make Palos Verdes the ideal homesite. An elementary school site every ½ mile apart, an intermediate every 2 miles, and a senior high every three. These areas will be donated to the proper authorities when they build. Sites for libraries, theatres and public markets have also been provided for. A careful zoning plan guarantees residential areas and values.

UNLIMITED WATER SUPPLY. Palos Verdes obtains from natural water-bearing lands, through its own system, a capacity of 6,000,000 gallons daily, sufficient for a city of 100,000.

Visit the New City—get its appeal to the best that life offers—scenery—environment—happiness—average of 363 days sunshine. Over 2,500 men and women have already selected sites. Why delay longer?

FREE BOOKLET. Mail coupon, we will send information and booklet "Palos Verdes—the New City."

BEST ROAD—Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. By P. E. Railway—ticket direct from any ticket office.

PALOS VERDES

The New City--where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts.
HENRY CLARKE, *Director of Sales*, Bank of America, *Trustee*. *Phone* VAndike 2481

been completed by J. P. Atkins, local captalists, for the purchase on business property at 225 South Western avenue.

The property, which is on the west side of the street, between Second and Third streets, was for-

Western avenue, with a depth of 150 feet.

At an aggregate rental of $594,000 and as a site for a new four-story class C apartment house to represent an investment of approximately $100,000, negotiations have just been

Ralphs Grocery Company, Inc., announces that he has purchased property at the corner of Sunset boulevard and Poinsettia street on which he will immediately erect a large new store building.

The corner has a frontage of 100

$100,000, it is said.

Purchase of a 525-acre tract of oil land, located two miles south of El Monte and six miles northeast of Montebello, by the Savage Oil Company for a consideration of $1,000,000 was announced yesterday by

ing a well on the property and expects to open up a new oil field. The nearest producing oil well to the property is located at Montebello, six miles away.

At an aggregate rental of $180,-

with an Olive street frontage of 156.50 feet. According to the terms of the lease, it will be immediately improved with a new business building to cost not less than $25,000.

Ad. No.

Title

Appeared in

Date

Space

location · climate · recreation!

PALOS VERDES has all three! Nature provided two, making possible the other as part of a wise development program.

These three characteristics, and the environment they insure, more than answer the usual leading questions of the prospective Home Owner.

Why should I go to Palos Verdes? Because of its superb situation Standing on terraced ground, overlooking the ocean where sea, sky and mountains meet, the New City has now the only coast line in the Los Angeles vicinity forever protected against private ownership.

What is the weather like in Palos Verdes? A delightful, equable climate from January to December. Due to ocean depth it is warmer in winter and cooler in summer. Rainfall averages 8 inches annually. Frost above the 600 ft. level unknown. Fog very rare. Wind velocity, by government record, less than any inland area in the county.

What is there in Palos Verdes for me—today? Golf all year 'round, over an all-grass 18-hole Course (now practically ready for play). A Club House (fast nearing completion). Your Golf Club membership is free, a part of your land title. Public Parks (457 acres to be landscaped and reserved for your use). Playgrounds. School sites. Business Plazas. Community Centers. A Spanish Roadside Inn (now open to the public). A reserved Coast line. An Art Jury. Hillside trails and bridle paths. Protective restrictions in perpetuity. 20 miles of good roads already in. Sixty miles of water mains completed. Gas and electricity are on the property.

Why do you wait any longer? All these things are yours—now.

Here you can express your own individuality, make your own friends, pick your own surroundings. You can almost specify your own price—because there are many sites still available at original prices—

$2000 to $6000 and up

Best Road to Palos Verdes Estates

From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales*, BANK OF AMERICA, *Trustee.* *Phone* VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., *Phone 636-476* ❧ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone 5005* ❧ TORRANCE—Gilbert, Hansen & Page, *Phone 166* ❧ PALOS VERDES—Office near entrance Malaga Cove District ❧ POMONA—Tolton Company, 285 N. Garey St. ❧ SAN PEDRO—A. M. Ferguson, 495 7th St., *Phone 1012-W*

Mail This Coupon Today

PALOS VERDES ESTATES
568 Lane Mortgage Bldg., Los Angeles

Send me booklet and full information regarding Palos Verdes—the New City.

Name _____

Address _____

Ad. No.:

Living as Nature Intended
Title

Appeared in: Euclidean
Date: Sept 1924

Space: Page -

TO ALL MASONS THROUGHOUT THE JURISDICTION:

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(Signed) ARTHUR S. CRITES,
Grand Master.

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Mental qualifications are exceedingly important. The chief object of Masonry is not charity, as is generally supposed, but in educating its members to maintain harmony with God's law in the evolution of the human race. Masonry teaches through symbols and these teachings are within the grasp of any intelligent man if he will only apply himself. But an understanding of these lessons cannot be had without thought and the ability of the petitioner to think should be determined. One's duty is not done in seeing the work put on. He should know the reasons for things said and done. The lessons of Masonry will be lost on an unintelligent man and the Lodge had better lose one "dues payer" than have one more member who is unable to appreciate its teachings.

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Grand Lodge, F. & A. M. of California.
(Signed) A. E. GRAUPNER, *Chairman.*
MAX A. PLUMB,
Executive Secretary.

Ad.No.

Location, Climate, Recreation

Title

Date

ppeared in L.A. Exam 10/5/24

Space 6/18

By LORIS V. CADY
Los Angeles Attorney

EFORE beginning the construction of his home, the prospective home owner should loy a licensed surveyor defily to establish and lay out the ndary lines of his lot.

his will give absolute assurance his building, when erected, will upon his own property.

requently, where no survey is de, a house is built upon a neighs land, or is built too close to lot line to comply with the lding laws and ordinances.

Such a mistake, if not discovered an early stage of construction, y cause the owner considerable ouble and great expense in rectiing it.

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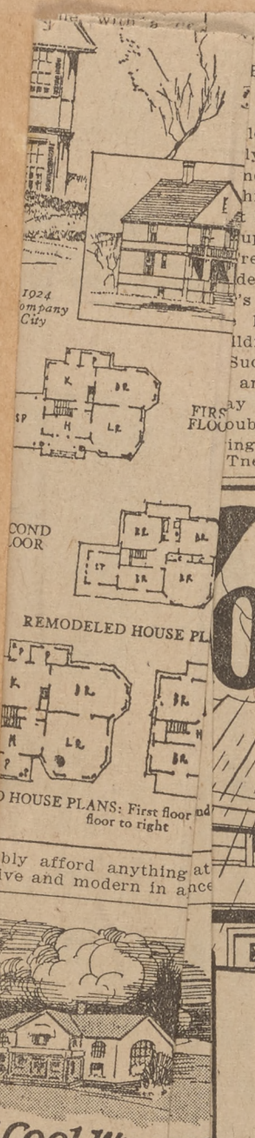
with an Olive street frontage of 156.50 feet. According to the terms of the lease, it will be immediately improved with a new business building to cost not less than $25,000.



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It's only a few short weeks
Predictions are for a wet winter.
of ready roofing, shingle stains,
leak materials, etc., on hand now
prices. This is the opportunity fo
to get their supplies.

$2 King Roofing, $1

Think of buying our famous King
(sold by us for the last 12 years) at
prices. The light weight, regularly $2.0
$1.75 per roll; the medium, regularly $2.5
$2.25, and the heavy weight, regularly
now $2.75 per roll, and this includes na
cement complete, ready to lay.

Roof, Barn and Fence P
$1.25 Gal.

Either brown, red or gray at $1.25 per
in 5-gallon cans. For single gallons add 10c

Mineral Surfaced Roofing, $2.25 Roll

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$1.05 per gallon in five-gallon cans. Full, half or quarter barrel lots at 90c per gallon.

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A Clean Up of W
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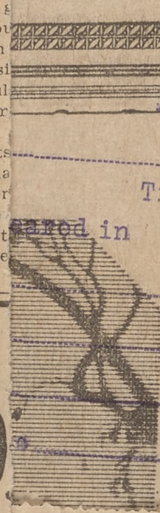
We are disposing of our 1924

Ad.No.

Title

Date



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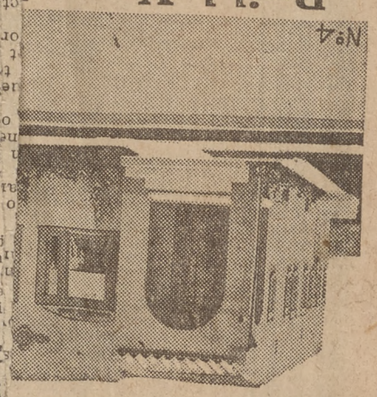

with its parching, searing thirst that grips the land and holds it in suspended sentence of death until the Gods of Thunder again see fit to release their waters of mercy

Ad. No.:

Living as Nature Intended
Title

Appeared in Date

Euclidean Sept 1924

Space Page -

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MAX A. PLUMB,
Executive Secretary.

Ad. No.

Make This Your Golf Club

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Appeared in

Euclidean Oct. 1924

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Ad. No.

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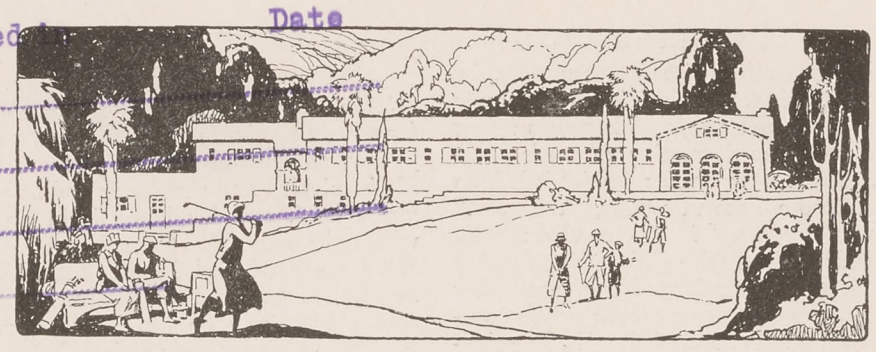


Make this *your* Golf Club

THE MAN who doesn't golf — or indulge in some form of regular recreation, invariably starts to "slip down hill" at forty.

The young man of fifty who takes his golf and his outdoor pursuits as part of the business of life is not nearly so elderly as "old man Jones," his 39 year-old neighbor, who *always* works and *never* plays.

Healthy, outdoor recreation prolongs youth. When you live in Palos Verdes you will have your own Golf Club because membership is included in your title deed.

A better course, too, with an uninterrupted ocean view —the only all-grass seaside course within 100 miles. A Club House (now fast approaching completion) will be yours, too.

Palos Verdes will have more than 457 acres reserved for parks, for your exclusive use. Bathing beaches—not sold out to private ownership—but dedicated to your use. Hillside trails, bridle paths, decorative parkings will be yours to have and to hold forever.

Improvements are now in—gas, water, electricity and good roads. Business plazas are building, landscaping, flowers. One thing only is missing—*your* home, on the hillside.

Why delay longer? Yesterday has passed. Tomorrow never comes. Prices are low —they'll never be as low again—nor you as young.

Come and live and play where Homesites are as low as $2000 *to* $6000 *and up*

PALOS VERDES

The New City

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts.
HENRY CLARKE, *Director of Sales*, BANK OF AMERICA, *Trustee*. *Phone* VAndike 2481

Ad.No.:
Environment
Title
Appeared in Date
L.A. Times 10/12/24
Space 6/18

SUNDAY MORNING. Los Angeles

PROGRESS in

INDUSTRY HERE GAINS HEAVILY

Manufacturers' Directories Show Great Progress

Weekly Pay Rolls Increase $750,000 Over 1923

Nearly 2000 New Factories Recorded in Year

More than 20,000 of the new Manufacturers' Directories issued by the Chamber of Commerce, have been distributed to retail buyers and purchasing agents throughout the eleven Western States, according to A. G. Arnoll, manager of the industrial department which issues the directory annually.

The directory, which contains the names of more than 5100 manufacturing plants in the Los Angeles metropolitan area, is used by the chamber to further the interests of local industries in their logical trade territory which includes the eleven Western States.

It contains the names of those factories which last year turned out $1,151,643,537 worth of manufactured products, or an increase over the preceding year of $191,837,034. These plants maintain a weekly pay roll of $6,075,097, an increase of $749,863 over the weekly pay roll of 1923.

MANY NEW PLANTS

Approximately 1750 more names appear in the 1924 directory than in the one issued last year. The directory shows a decided increase in many lines of industry here during the last year over the preceding twelve months. The chemical industry, Mr. Arnoll points out, has increased enormously, there having been a number of nationally-known chemical plants established here during the past year.

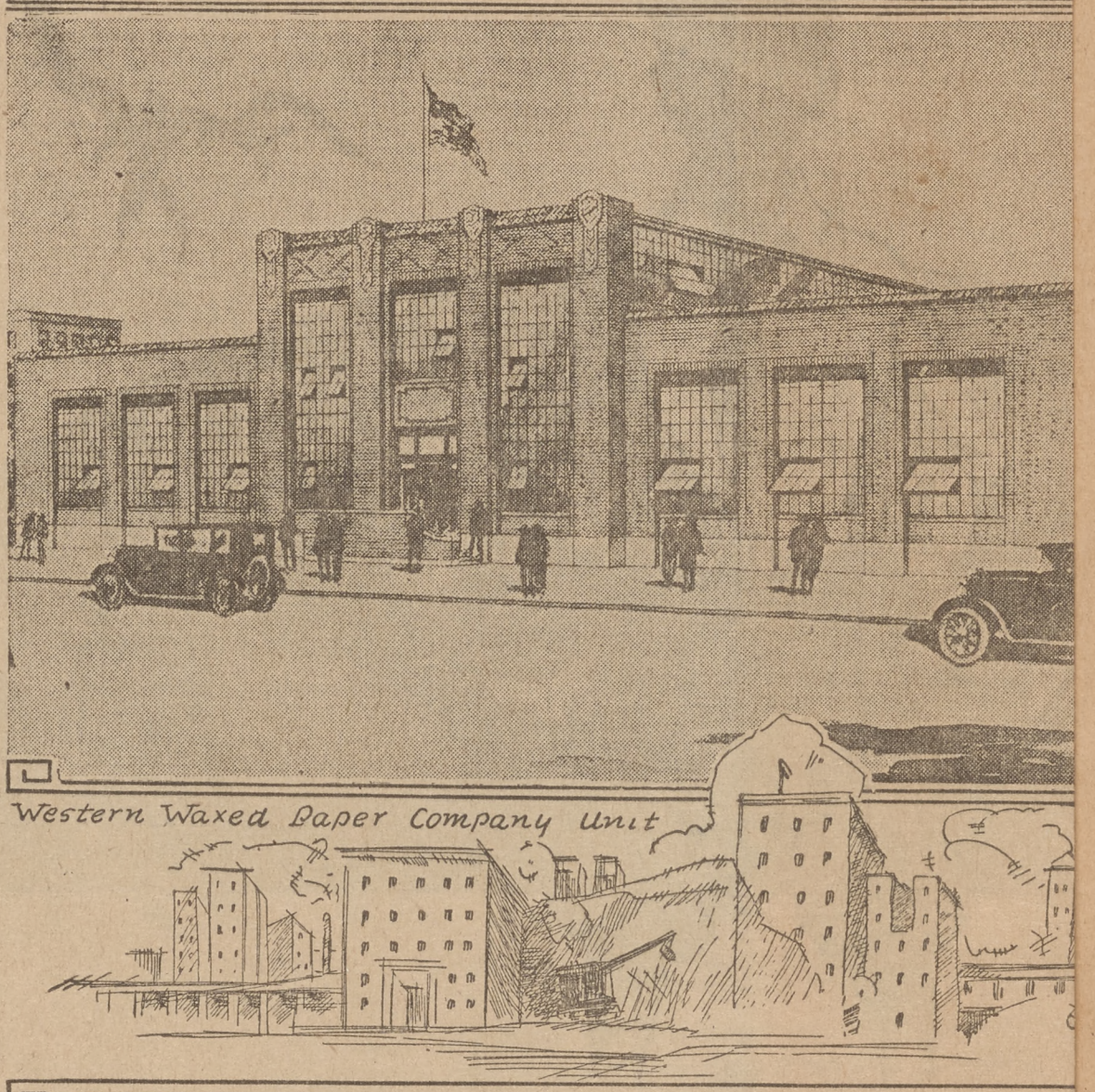
The textile group also enjoyed an enormous expansion, as did the wearing apparel lines. In many lines, nationally-known industries were added to the metropolitan area, thus lending prestige to their particular manufacturing groups.

"Los Angeles is now well established on an industrial basis," declares Mr. Arnoll. "This is largely due to the 'Balanced Prosperity' campaign which the chamber's industrial department has been conducting during the past few years in an effort to keep the city's industrial expansion at an even pace with its growth in population. This campaign, waged out of a special fund known as the 'Balanced Prosperity' fund, provides for the employment of experts in various lines of industry, to survey the resources of the Southland in order to determine what types of industry this city actually can support.

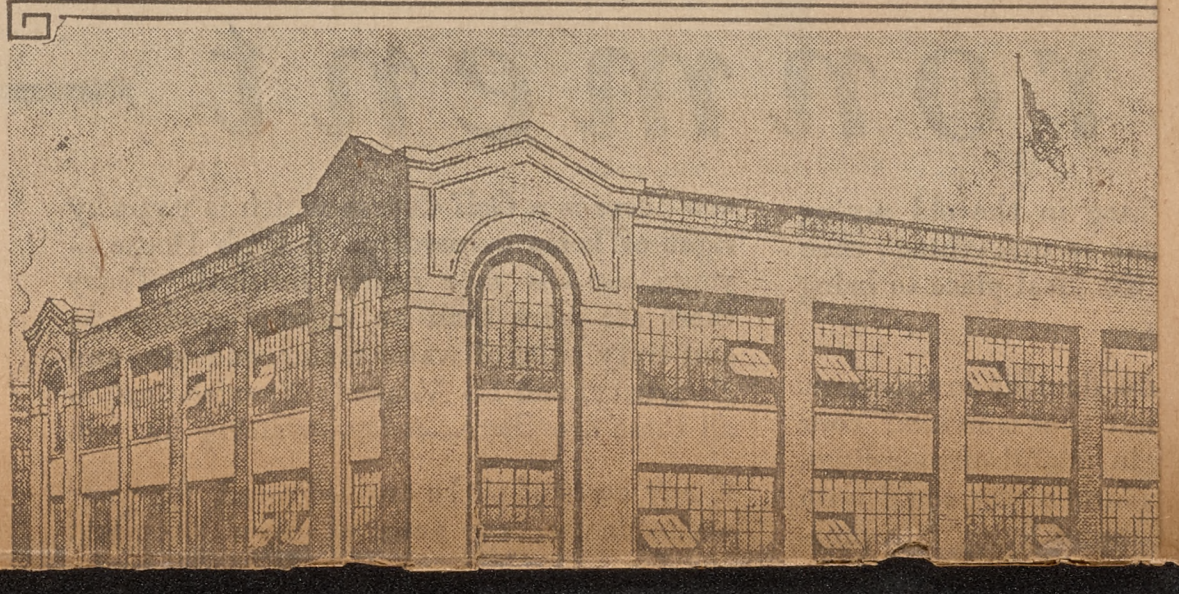
BEARS RICH FRUIT

"These surveys are then placed the hands of leaders of indus- whom the chamber hopes to rest in the manufacturing pos- of Los Angeles. This cam-

Local Manufacturers Plan Attractive N



Western Waxed Paper Company Unit



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Make This Your Golf Club

Title

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Space Page

MASONRY AND TOLERANCE

From a corporation of Free Masons exercising their calling under the direct authority and protection of the Pope, to the present independent organization of Free and Accepted Masons is a far cry. The original operative Masons were skilled craftsmen, traveling over Europe under orders of the Vatican, building and repairing churches. If a mayor, prince, or even a king, attempted to interfere with their profession or call in question their compensation, the terrors of excommunication were immediately made manifest. But the ideas of these craftsmen on the subject of architecture and building developed much more rapidly than the ideas of the church. These men became independent thinkers with conceptions of life and God that did not conform to ecclesiastical formula. The result was that a ban was put on the organization by the Pope. Records were burned in many instances. Its members received the punishment of excommunication and a papal bull obliterated all outward signs of secret societies. But in spite of papal decree and church opposition, Free Masonry grew.

Operative Masonry became a speculative profession, and with it the splendid ideas that every man has the right to worship God according to the dictates of his own conscience, and the absolute necessity of keeping the church and state forever apart.

Freedom of religious thought and the non-interference of ecclesiasticism in temporal affairs are two precious legacies left by those who laid the foundations of our ancient and honorable fraternity. May we cherish these legacies and hold fast to them as fundamental truths in the development of civilization.

A TALE OF THE TRAIL

By James W. Foley

This life's a middlin' crooked trail, an' after forty year
Of knockin' 'round I'm free to say th' right ain't always clear.
I've seen a lot of folks go wrong—get off th' main high road,
An' fetch up in a swamp somewhere, almost before they knowed.
I don't pretend to be no judge of right and wrong in men,
I ain't been perfect all my life, an' may not be again;
An' when I see a man who looks as though he'd gone astray,
I think perhaps he started right, but somehow lost his way.

I like to think th' good in folks by far outweighs the ill;
Th' trail of life is middlin' hard, and lots of it uphill.
There's places where there ain't no guides or signboards up, an' so
It's partly guesswork an' part luck which way you chance to go.
I've seen th' trails fork some myself, an' when I had to choose
I wasn't sure when I struck out if it was win or lose.
So when I see a man who looks as though he'd gone astray,
I like to think he started right an' only lost his way.

I've seen a lot of folks start out with grit an' spunk to scale
Th' hills that purple over there an' somehow lose the trail.
I've seen 'em stop an' start again, not sure about th' road,
An' found 'em lost on some blind trail almost before they knowed.
I've seen 'em circlin', tired out, with every pathway blind,
With cliffs before 'em, mountain high, an' sloughs an' swamps behind,
I've seen 'em stringin' through th' dusk, when twilight's gettin' gray,
A-lookin' for th' main high road—poor chaps who've lost their way.

It ain't so far from right to wrong—th' trail ain't hard to lose,
There's times I'd almost give my horse to know which one to choose.
There ain't no signboards on th' road t' keep you on th' track.
Wrong's sometimes white as driven snow, an' right looks awful black!
I don't set up to be no judge of right an' wrong in men,
I've lost th' trail sometimes myself—I may get lost again,
An' when I see some man who looks as though he'd gone astray,
I want to shove my hand in his an' help him find th' way.

SLANDERERS

What gross injustice is often done by slander. This word comprises a multitude of sins, from idle gossip of harmless intent up to malicious detraction of one's character. Alas! how much mischief is hidden beneath those baneful words, "they say." And who are "they"? The cowled monks, the hooded friars, who glide with shrouded faces in the procession of life, muttering in an unknown tongue words of a mysterious import? Who are "they"? The midnight assassins of reputation, who lurk in the by-lanes of society, with dagger tongues, sharpened by invention and malice, to draw the blood of innocence and hyena-like, banquet on the dead? Who are "they"? They are a multitude no man can number, searching for victims in every city, town and village, wherever the heart of humanity throbs or the ashes of mortality find rest. Skulkers, cowards. Give me the bold brigand who thunders along the highways with flashing weapon that cuts the sunshine as well as the shades; give me the pirate who unfurls the black flag, emblem of his terrible trade, and shows the plank which your doomed feet must tread; but save me from the "they-sayers" of society whose knives are hidden in a velvet sheath, whose bridge of death is woven of flowers, and who spread with invisible poison even the spotless whiteness of the winding sheet. Of all such enemies beware.

—*H. H. Burbank,* P.G.M. of Maine.

I WILL TRY

I will try to be a lifter—not a leaner; to encourage, never discourage; lighten the sorrow of others; make the world a little sweeter place in which to live, keeping in mind the will of God; make sunshine in life's shady places; look on the bright side of everything; be clean in body and mind, working industriously and honestly for a living and a spotless character so I can look up—not down, and meet Death's coming with a fearless smile; rejoice in life, have hope and faith in everybody until they, themselves, destroy it; try to live without hate, jealousy, or envy; avoid speaking critically and bitterly; repeat only the good I hear; love because of the enjoyment it brings; do good for the joy of it; be cheerful in disappointment; charitable toward the erring and the fallen; smile more —frown less; follow the Golden Rule.

THE THRIFTLESS

By Walt Mason

There's an ancient weary fellow working for me, doing chores; and his life is sad and yellow, and his days and nights are bores. He is crippled and rheumatic and he plies a feeble hoof, and his home is in an attic where the rain falls through the roof. I could weep when I behold him; he'll be hopeless in his woes till the boneyard sods enfold him, and he has his long repose. And his youth was gay and gilded, and he wildly spent his wage, while the wise youth wrought and builded for the years of wintry age. Once this old man was a master in the trade that he had learned, but he blew his money faster than the dingdonged stuff was earned; and he made no wise provision for the days of want and dread; life was sunny and elysian—why should people look ahead? Why put down the shiny shilling in a quantity of brine, when a sport could make a killing in the haunts of cards and wine? Why consider a tomorrow when today is good enough? Going broke, a sport could borrow on his watch and kindred stuff. Now around my house he tinkers, and no hope is in his soul, and he carries out the clinkers, and he carries in the coal. Nothing human can enchant him, he is dead to every thrill; and some day the town will plant him in the boneyard on the hill.—*Gladhander.*

VISITING BRETHREN

The Constitution of the Grand Lodge makes it imperative that one desiring to visit a Lodge in this jurisdiction, produce a receipt under seal showing that he is in good standing in the Lodge whereof he is a member. If he is unable to do so, the Master jeopardises his Charter by appointing a committee to examine him. Your interests must be protected by a rigid adherence to our Constitutional requirements.

It is the cause and not the death that makes the martyr.

A man's worst difficulties begin when he is able to do as he likes.

Every one must have his portion of celebrity. Thank God, there will be room for all at the festal of immortality.

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Nearly 300 persons were present when the first spadeful of earth was turned over by F. L. Ainsworth, former city Mayor.

The ceremonies were opened by Fred Grote, chairman of the industrial committee of the Orange Community Chamber of Commerce. Grote introduced V. D. Johnson, chamber secretary, R. R. Rees, president of the First Commercial Bank, and Mr. Ainsworth, who delivered brief addresses on the industrial development in Orange.

Immediately after the ground-breaking ceremony, actual work was launched on the project. It was estimated that the factory structure would be completed in about sixty days.

The factory will manufacture turkish towels, bathrobes and similar products. The first shipment of machinery has arrived from eastern factories and is stored in a packing plant near the site.

Other machinery will be brought from the Redlands plant, where the textile concern now is operating. The old factory will be abandoned and a number of skilled employees will be transferred to Orange, where they will make their homes. Additional workers will be employed here.

NEW FIRMS TO ERECT PLANTS

(Continued from Eleventh Page)

bread, for confectioners and meat packers, and waxed paper liners for lettuce crates. With the completion of the new plant it will have an investment in Los Angeles of more than $250,000. Land, buildings and equipment of the new plant will exceed $100,000. New equipment will include three color rotary printing presses, rotary cutters and sheeters. The building is to be ready for occupancy by January.

Branches of this industry are located at Oakland and Portland, and their business covers the entire West. Los Angeles serves Southern California, Arizona and Nevada. Fifteen tons of waxed sheets are turned out daily, 100,000 sheets to the ton, which indicates about 1,500,000 wrappers a day, principally for bread.

Officers of the company are: R. A. McDonald, president; W. A. Voltz, vice-president; C. M. Gregorie, assistant treasurer; George C. Wieman, sales manager, and E. W. Mann, auditor. Of these Messrs. McDonald and Gregorie are located at the Oakland plant.

The industrial news significance of these two new building enterprises is in the fact that they show how Los Angeles is forging to the front in the development of these modern advances in the sanitary handling of food products and their general use in clean distribution of all classes of foods.

These two plants at present employ an average of seventy-five workers, and both expect to increase their pay rolls as well as their production, when they enter their new plants with the beginning of the new year.

EAST OBSERVES LOCAL INDUSTRY

Industrial Authority Notices Eastern Interest

Personal Investigation Made by Manufacturer

Cost of Construction Lower in This Locality

That every eastern manufacturer has heard of the remarkable industrial development that has taken place in Southern California and is giving considerable thought and study to the conditions governing the sale and distribution of manufactured products from this rapidly growing section is the observation of H. A. Hamm of the firm of Hamm & Grant, Inc., local industrial engineers. Mr. Hamm has just returned from an extended trip through the large industrial centers of the East and South.

According to Mr. Hamm, the attention of eastern manufacturers, in the majority of cases, has been drawn to the advantages of Southern California as a location for industries by the rapidly increasing markets for their products in this territory. Their impression of the Southern California district as a great playground, with unequalled climate and every natural facility for outdoor enjoyment, has greatly been supplemented by the realization that the natural advantages for active production and distribution of manufactured goods are just as marked as for recreation.

Mr. Hamm found that many of the eastern manufacturers have followed up this realization with personal investigations of the local situation and have found that not only were their deductions correct, but that the development which they thought they were merely predicting was already far advanced and that their best judgment demanded that they give serious thought to locating in Southern California.

Mr. Hamm also reports that he finds the cost of industrial construction to be considerably greater in the East than in Southern California, and that this item alone is having considerable influence where eastern plants are planning to expand their present operations.

While in the East Mr. Hamm made arrangements with the Ballinger company of Philadelphia, whereby the use of their patented superspan truss, which has come into such general use throughout the East in textile and other industries, can be secured for the benefit of new factories locating in Southern California. This truss permits the construction of large areas of saw-tooth building without the usual columns, and by providing unobstructed floor space, increases production capacity in buildings of saw-tooth design an average of about 17 per cent.

PLANTS EXPAND FOR EFFICIENCY

That industrial concerns of Los Angeles and vicinity are constantly increasinge their plant facilities in the effort to systematize production and the movement of finished products, is shown in a report of sales of electric cranes and hoists given out yesterday by Robert Miller, vice-president of the Union Iron Works. The local company is representative in Southern California for the Shepard Electric Crane and Hoist Company of Montour Falls, N. Y., the largest manufacturer of electric cranes and hoists in the country.

During the last few weeks, local industrial companies have expended approximately $35,000 on new electric cranes and hoists, according to the report, which lists deliveries made during September and to be made this month from the works of the Shepard firm in New York. The major transaction was the purchase by the city of Los Angeles of two five-ton and two three-ton cranes to be used for the setting of machinery at Hyperion on the North Outfall Sewer project.

The report also listed the following purchases of equipment: Paraffine Companies, two-ton underslung crane and runway; Long Beach Iron Works, one three-ton hoist; Tyre Brothers Glass Company, two-ton hoist; Madsen Iron Works, one one-ton and one two-ton hoist; Lincoln Ice Company, one-ton, four-can ice crane, thirty-two feet span; Carbondale Machinery Company, 4-can ice crane, 31-feet span, built for the Delno Ice Company, El Centro, by the Union Iron Works; Hilgartner Marble Company, 40x50-foot crane runway; Pacific Cast Iron Pipe and Foundry Company, one-ton crane, 30-foot span; Utility Trailer Manufacturing Company, two-ton crane, twenty-eight-foon span.

BRICKMAKERS SEEK CLAY NEAR BURBANK

[LOCAL CORRESPONDENCE]

BURBANK, Oct. 11.—Los Angeles brickmakers, seeking to escape the long haul from East Los Angeles for material required in the building of Hollywood business blocks, are investigating the valley between here and Lankershim in the hope of discovering a bed of clay that would be suitable for the manufacture of brick for building purposes. With the construction of the new road through Cahuenga Pass, it is argued that it will be only a whisper from the edge of the valley to the very heart of the cinema capital. Information is being sought from cesspool diggers and the logs of water wells are being inspected with diligence. Gravel pits afford no solution for the query, as these obviously are located in spots selected for their immunity from clay. Two satisfactory clay deposits were discovered near Van Nuys, with the result that two brick factories now are in operation.

CHURCH WORK PUSHED

[LOCAL CORRESPONDENCE]

BURBANK, Oct. 11.—Work is being prosecuted vigorously on the first unit of the new Evangelical Church at Fifth and Cypress streets. This structure, with seating capacity of 200, is to cost $7500 and will ultimately take its place in the group of buildings that have been designed and will be constructed at a cost of $100,000. They will be used by the church in conjunction with the maintenance here of the Pacific Evangelical Home for the Aged, which attracts its inmates from members of this faith located in all parts of the United States.

Ad.No. Environment
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environment—

IF there is anything in the old saying that 'environment is everything', then Palos Verdes *today* is the ideal place to bring up your children.

¶ Your boy, for instance, does his environment tend to develop the best that is in him? Your little girl, is she living in helpful surroundings, or is she forming associations you could wish otherwise? This 'business of living' is a problem all fast-growing cities have to face. Fathers and Mothers of Los Angeles, what shall we do about *our* children?

¶ To preach is presumptuous, to moralize is worse, but to make a suggestion is the privilege of all. Palos Verdes offers you today—*now*—an opportunity to create just the kind of environment that is best for you and your children.

¶ Today—*now*—waiting only your acceptance is the finest location in all Southern California, an uninterrupted view of ocean and mountains, an inspiration to any age. *Right now* there is a Golf Course which is yours by right of home ownership. A Club House—yours also—is *now* nearly finished. *Today* there are more than 20 miles of good roads, and sixty miles of water mains, and gas, and electricity, and La Venta (a Spanish Inn)—all these are there—*today*—waiting for you.

¶ 457 acres of parks are dedicated, for your exclusive use. 157 acres of school sites, laid out for your children, bridle paths and every form of outdoor sport for *you* and your children. Protective restrictions will insure artistic development for every home and building erected—even the coast line is reserved, not for cheap amusement concessions and similar nuisances, but for the pleasure of Palos Verdes residents for all time.

¶ Come to Palos Verdes *TODAY*. Why wait? Everything is ready for you *now*. Over 3000 have already bought, and many are building. Come down and see it, see what it has for you, see if it isn't just the environment you have always wanted.

Your Homesite may be as little as $2000. It may be $6000 or more. Selections at all prices are still available. *Come now!*

BEST ROAD TO PALOS VERDES ESTATES: From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales,* BANK OF AMERICA, *Trustee.* *Phone* VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., *Phone* 636-476 ❧ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone* 5005 ❧ TORRANCE—Gilbert, Hansen & Page, *Phone* 166 ❧ PALOS VERDES—Office near entrance Malaga Cove District ❧ POMONA—Tolton Company, 285 N. Garey St. ❧ SAN PEDRO—A. M. Ferguson, 495 7th St., *Phone* 1012-W

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569 Lane Mortgage Bldg.,
Los Angeles

Send me booklet and full information regarding Palos Verdes—the New City.

Name _____

Address _____

NEW PLANT FOR SAN DIEGO

Wood Products Company Directors Authorize Construction of Two-Story Factory Building

[EXCLUSIVE DISPATCH]

SAN DIEGO, Oct. 11.—A two-story factory occupying a site 100x100 feet adjoining the present building of the San Diego Wood Products Company, has been authorized by the directors of that concern, and work on the foundation was started during the week. The new structure will give the plant a frontage of 200 feet on Thirteenth street, and 100 feet on G street.

Demand for the output of the company has increased greatly in the past year, and officers of the concern said it was imperative that additional facilities be provided to keep pace with the rapidly growing business.

Plans perfected by T. J. McKell, president of the company, contemplate the erection of the first unit of the building on the ground just north of the present plant, after which the plant will be moved into the new structure, the old one will be torn down, and the new building extended to cover the entire 100 by 200 feet.

Several features, said to be new in San Diego, are to be incorporated in this building. The plans call for a two-story structure of reinforced concrete and steel construction. Windows will occupy almost the entire wall space of the second story, thus assuring plenty of light and air for the workers in the factory. Steel window frames and doors are to be used throughout. The type of construction is similar to that in use in eastern factories, notably by such concerns as the Western Electric and Westinghouse companies. The exterior will be finished in mission style.

The present factory has only 10,000 square feet of floor space, while the new building will have a total of 40,000 square feet. The display room will be 50 by 70 feet, and the office 30 by 50 feet, with a mezzanine of equal size, leaving the balance of the space for plant and warehouse purposes.

Application has been made by the company to the San Diego Electric Railway for a spur track running from the F-street line along Thirteenth street, one-half block to the factory.

Gray hair is practically unknown in Chile for nearly everyone dyes his hair, and two hair dye factories are kept busy making the coloring matter.

THREE LEASES ARE CLOSED

The W. Ross Campbell Company, business and industrial property brokers, closed three leases this week covering locations in the downtown district, the first of which was the leasing of space in the Grayco Building to John C. Boyce & Son, manufacturer's agents for hosiery, after the conclusion of negotiations conducted by R. C. Brown of the W. Ross Campbell Company.

Harold F. Benner of the Campbell Company, property management department, consummated a lease on the property located at 551-553-555 Central avenue, with the Grand Sheet and Metal Manufacturing Company, manufacturers of sheet metal. The location is a two-story wooden structure, having a floor space of 2250 square feet. The lessees have occupied their new quarters.

The third lease which was consummated between the Standard Holding Corporation, owners of the Transportation Building, and Greenberg & Huson, covering 1800 square feet of space in the Transportation Building, was negotiated by S. C. Anderson of the W. Ross Campbell Company, industrial department.

GIVEN LARGE CONTRACT

[LOCAL CORRESPONDENCE]

HUNTINGTON PARK, Oct. 4.—One of the largest business contracts ever awarded a local establishment in the wall paper and paint line has been given Marsico & Harvey, who closed a deal for the furnishing of wall paper and paint materials for 300 houses in Pasadena. Nineteen already have been started.

GAS COMPANY RAISES BONDED INDEBTEDNESS

[EXCLUSIVE DISPATCH]

VISALIA, Oct. 11.—Bonded indebtedness of the Central Counties Gas Company, serving Visalia, Tulare, Exeter, Lindsay and Porterville, will be increased $100,000 bringing total indebtedness to $586,000, according to action of stockhelders at a recent meeting here. The new money will be used to complete a steam generating plant in Visalia and make needed extensions to the main line and feeder service lines and to generally improve the plant's facilities to care for future needs of the company. This steam plant will hereafter be used as a main generating plant with electricity chiefly as an auxiliary. Thomas K. Gally of Los Angeles, new director elected to succeed Robert Thomas, deceased, was present at this meeting.

Ad. No.

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Title

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Fitzgerald's
for the Advancement of Music

Knabe

"The Piano of the Masters"
THE KNABE
With the
AMPICO
Chosen by the masters as
the Instrument they trust to
reproduce their artistry

FITZGERALD MUSIC CO.
HILL STREET AT 727 - 729

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ORANGE, Oct. 11.—Under the direction of J. F. Moran, head of the Moran Construction Company, Los Angeles, a crew of workmen are excavating for the $30,000 factory plant of the West Coast Textile Company, following ground-breaking exercises on the site.

Nearly 300 persons were present when the first spadeful of earth was turned over by F. L. Ainsworth, former city Mayor.

The ceremonies were opened by Fred Grote, chairman of the industrial committee of the Orange Community Chamber of Commerce. Grote introduced V. D. Johnson, chamber secretary, R. R. Rees, president of the First Commercial Bank, and Mr. Ainsworth, who delivered brief addresses on the industrial development in Orange.

Immediately after the ground-breaking ceremony, actual work was launched on the project. It was estimated that the factory structure would be completed in about sixty days.

The factory will manufacture turkish towels, bathrobes and similar products. The first shipment of machinery has arrived from eastern factories and is stored in a packing plant near the site.

Other machinery will be brought from the Redlands plant, where the textile concern now is operating. The old factory will be abandoned and a number of skilled employees will be transferred to Orange, where they will make their homes. Additional workers will be employed here.

NEW FIRMS TO ERECT PLANTS

(Continued from Eleventh Page)

bread, for confectioners and meat packers, and waxed paper liners for lettuce crates. With the completion of the new plant it will have an investment in Los Angeles of more than $250,000. Land, buildings and equipment of the new plant will exceed $100,000. New equipment will include three color rotary printing presses, rotary cutters and sheeters. The building is to be ready for occupancy by January.

Branches of this industry are located at Oakland and Portland, and their business covers the entire West. Los Angeles serves Southern California, Arizona and Nevada. Fifteen tons of waxed sheets are turned out daily, 100,000 sheets to the ton, which indicates about 1,500,000 wrappers a day, principally for bread.

Officers of the company are: R. A. McDonald, president; W. A. Voltz, vice-president; C. M. Gregorie, assistant treasurer; George C. Wieman, sales manager, and E. W. Mann, auditor. Of these Messrs. McDonald and Gregorie are located at the Oakland plant.

The industrial news significance of these two new building enterprises is in the fact that they show how Los Angeles is forging to the front in the development of these modern advances in the sanitary handling of food products and their general use in clean distribution of all classes of foods.

These two plants at present employ an average of seventy-five workers, and both expect to increase their pay rolls as well as their production, when they enter their new plants with the beginning of the new year.

EAST OBSERVES LOCAL INDUSTRY

Industrial Authority Notices Eastern Interest

Personal Investigation Made by Manufacturer

Cost of Construction Lower in This Locality

That every eastern manufacturer has heard of the remarkable industrial development that has taken place in Southern California and is giving considerable thought and study to the conditions governing the sale and distribution of manufactured products from this rapidly growing section is the observation of H. A. Hamm of the firm of Hamm & Grant, Inc., local industrial engineers. Mr. Hamm has just returned from an extended trip through the large industrial centers of the East and South.

According to Mr. Hamm, the attention of eastern manufacturers, in the majority of cases, has been drawn to the advantages of Southern California as a location for industries by the rapidly increasing markets for their products in this territory. Their impression of the Southern California district as a great playground, with unequalled climate and every natural facility for outdoor enjoyment, has greatly been supplemented by the realization that the natural advantages for active production and distribution of manufactured goods are just as marked as for recreation.

Mr. Hamm found that many of the eastern manufacturers have followed up this realization with personal investigations of the local situation and have found that not only were their deductions correct, but that the development which they thought they were merely predicting was already far advanced and that their best judgment demanded that they give serious thought to locating in Southern California.

Mr. Hamm also reports that he finds the cost of industrial construction to be considerably greater in the East than in Southern California, and that this item alone is having considerable influence where eastern plants are planning to expand their present operations.

While in the East Mr. Hamm made arrangements with the Ballinger company of Philadelphia, whereby the use of their patented superspan truss, which has come into such general use throughout the East in textile and other industries, can be secured for the benefit of new factories locating in Southern California. This truss permits the construction of large areas of saw-tooth building without the usual columns, and by providing unobstructed floor space, increases production capacity in buildings of saw-tooth design an average of about 17 per cent.

PLANTS EXPAND FOR EFFICIENCY

That industrial concerns of Los Angeles and vicinity are constantly increasinge their plant facilities in the effort to systematize production and the movement of finished products, is shown in a report of sales of electric cranes and hoists given out yesterday by Robert Miller, vice-president of the Union Iron Works. The local company is representative in Southern California for the Shepard Electric Crane and Hoist Company of Montour Falls, N. Y., the largest manufacturer of electric cranes and hoists in the country.

During the last few weeks, local industrial companies have expended approximately $35,000 on new electric cranes and hoists, according to the report, which lists deliveries made during September and to be made this month from the works of the Shepard firm in New York. The major transaction was the purchase by the city of Los Angeles of two five-ton and two three-ton cranes to be used for the setting of machinery at Hyperion on the North Outfall Sewer project.

The report also listed the following purchases of equipment: Paraffine Companies, two-ton underslung crane and runway; Long Beach Iron Works, one three-ton hoist; Tyre Brothers Glass Company, two-ton hoist; Madsen Iron Works, one one-ton and one two-ton hoist; Lincoln Ice Company, one-ton, four-can ice crane, thirty-two feet span; Carbondale Machinery Company, 4-can ice crane, 31-feet span, built for the Delno Ice Company, El Centro, by the Union Iron Works; Hilgartner Marble Company, 40x50-foot crane runway; Pacific Cast Iron Pipe and Foundry Company, one-ton crane, 30-foot span; Utility Trailer Manufacturing Company, two-ton crane, twenty-eight-foon span.

BRICKMAKERS SEEK CLAY NEAR BURBANK

[LOCAL CORRESPONDENCE]

BURBANK, Oct. 11.—Los Angeles brickmakers, seeking to escape the long haul from East Los Angeles for material required in the building of Hollywood business blocks, are investigating the valley between here and Lankershim in the hope of discovering a bed of clay that would be suitable for the manufacture of brick for building purposes. With the construction of the new road through Cahuenga Pass, it is argued that it will be only a whisper from the edge of the valley to the very heart of the cinema capital. Information is being sought from cesspool diggers and the logs of water wells are being inspected with diligence. Gravel pits afford no solution for the query, as these obviously are located in spots selected for their immunity from clay. Two satisfactory clay deposits were discovered near Van Nuys, with the result that two brick factories now are in operation.

CHURCH WORK PUSHED

[LOCAL CORRESPONDENCE]

BURBANK, Oct. 11.—Work is being prosecuted vigorously on the first unit of the new Evangelical Church at Fifth and Cypress streets. This structure, with seating capacity of 200, is to cost $7500 and will ultimately take its place in the group of buildings that have been designed and will be constructed at a cost of $100,000. They will be used by the church in conjunction with the maintenance here of the Pacific Evangelical Home for the Aged, which attracts its inmates from members of this faith located in all parts of the United States.

Ad.No. Environment
Title
Appeared in LA Times Date 10/12/24
Space 6/18

environment—

IF there is anything in the old saying that 'environment is everything', then Palos Verdes *today* is the ideal place to bring up your children.

¶ Your boy, for instance, does his environment tend to develop the best that is in him? Your little girl, is she living in helpful surroundings, or is she forming associations you could wish otherwise? This 'business of living' is a problem all fast-growing cities have to face. Fathers and Mothers of Los Angeles, what shall we do about *our* children?

¶ To preach is presumptuous, to moralize is worse, but to make a suggestion is the privilege of all. Palos Verdes offers you today—*now*—an opportunity to create just the kind of environment that is best for you and your children.

¶ Today—*now*—waiting only your acceptance is the finest location in all Southern California, an uninterrupted view of ocean and mountains, an inspiration to any age. *Right now* there is a Golf Course which is yours by right of home ownership. A Club House—yours also—is *now* nearly finished. *Today* there are more than 20 miles of good roads, and sixty miles of water mains, and gas, and electricity, and La Venta (a Spanish Inn)—all these are there—*today*—waiting for you.

¶ 457 acres of parks are dedicated, for your exclusive use. 157 acres of school sites, laid out for your children, bridle paths and every form of outdoor sport for *you* and your children. Protective restrictions will insure artistic development for every home and building erected—even the coast line is reserved, not for cheap amusement concessions and similar nuisances, but for the pleasure of Palos Verdes residents for all time.

¶ Come to Palos Verdes *TODAY*. Why wait? Everything is ready for you *now*. Over 3000 have already bought, and many are building. Come down and see it, see what it has for you, see if it isn't just the environment you have always wanted.

Your Homesite may be as little as $2000. It may be $6000 or more. Selections at all prices are still available. *Come now!*

BEST ROAD TO PALOS VERDES ESTATES: From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales,* BANK OF AMERICA, *Trustee.* *Phone* VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., *Phone* 636-476 ❧ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone* 5005 ❧ TORRANCE—Gilbert, Hansen & Page, *Phone* 166 ❧ PALOS VERDES—Office near entrance Malaga Cove District ❧ POMONA—Tolton Company, 285 N. Garey St. ❧ SAN PEDRO—A. M. Ferguson, 495 7th St., *Phone* 1012-W

Mail This Coupon Today

PALOS VERDES ESTATES
569 Lane Mortgage Bldg.,
Los Angeles

Send me booklet and full information regarding Palos Verdes—the New City.

Name _____

Address _____

NEW PLANT FOR SAN DIEGO

Wood Products Company Directors Authorize Construction of Two-Story Factory Building

[EXCLUSIVE DISPATCH]

SAN DIEGO, Oct. 11.—A two-story factory occupying a site 100x100 feet adjoining the present building of the San Diego Wood Products Company, has been authorized by the directors of that concern, and work on the foundation was started during the week. The new structure will give the plant a frontage of 200 feet on Thirteenth street, and 100 feet on G street.

Demand for the output of the company has increased greatly in the past year, and officers of the concern said it was imperative that additional facilities be provided to keep pace with the rapidly growing business.

Plans perfected by T. J. McKell, president of the company, contemplate the erection of the first unit of the building on the ground just north of the present plant, after which the plant will be moved into the new structure, the old one will be torn down, and the new building extended to cover the entire 100 by 200 feet.

Several features, said to be new in San Diego, are to be incorporated in this building. The plans call for a two-story structure of reinforced concrete and steel construction. Windows will occupy almost the entire wall space of the second story, thus assuring plenty of light and air for the workers in the factory. Steel window frames and doors are to be used throughout. The type of construction is similar to that in use in eastern factories, notably by such concerns as the Western Electric and Westinghouse companies. The exterior will be finished in mission style.

The present factory has only 10,000 square feet of floor space, while the new building will have a total of 40,000 square feet. The display room will be 50 by 70 feet, and the office 30 by 50 feet, with a mezzanine of equal size, leaving the balance of the space for plant and warehouse purposes.

Application has been made by the company to the San Diego Electric Railway for a spur track running from the F-street line along Thirteenth street, one-half block to the factory.

Gray hair is practically unknown in Chile for nearly everyone dyes his hair, and two hair dye factories are kept busy making the coloring matter.

THREE LEASES ARE CLOSED

The W. Ross Campbell Company, business and industrial property brokers, closed three leases this week covering locations in the downtown district, the first of which was the leasing of space in the Grayco Building to John C. Boyce & Son, manufacturer's agents for hosiery, after the conclusion of negotiations conducted by R. C. Brown of the W. Ross Campbell Company.

Harold F. Benner of the Campbell Company, property management department, consummated a lease on the property located at 551-553-555 Central avenue, with the Grand Sheet and Metal Manufacturing Company, manufacturers of sheet metal. The location is a two-story wooden structure, having a floor space of 2250 square feet. The lessees have occupied their new quarters.

The third lease which was consummated between the Standard Holding Corporation, owners of the Transportation Building, and Greenberg & Huson, covering 1800 square feet of space in the Transportation Building, was negotiated by S. C. Anderson of the W. Ross Campbell Company, industrial department.

GIVEN LARGE CONTRACT

[LOCAL CORRESPONDENCE]

HUNTINGTON PARK, Oct. 4.—One of the largest business contracts ever awarded a local establishment in the wall paper and paint line has been given Marsico & Harvey, who closed a deal for the furnishing of wall paper and paint materials for 300 houses in Pasadena. Nineteen already have been started.

GAS COMPANY RAISES BONDED INDEBTEDNESS

[EXCLUSIVE DISPATCH]

VISALIA, Oct. 11.—Bonded indebtedness of the Central Counties Gas Company, serving Visalia, Tulare, Exeter, Lindsay and Porterville, will be increased $100,000 bringing total indebtedness to $586,000, according to action of stockhelders at a recent meeting here. The new money will be used to complete a steam generating plant in Visalia and make needed extensions to the main line and feeder service lines and to generally improve the plant's facilities to care for future needs of the company. This steam plant will hereafter be used as a main generating plant with electricity chiefly as an auxiliary. Thomas K. Gally of Los Angeles, new director elected to succeed Robert Thomas, deceased, was present at this meeting.

Ad. No.

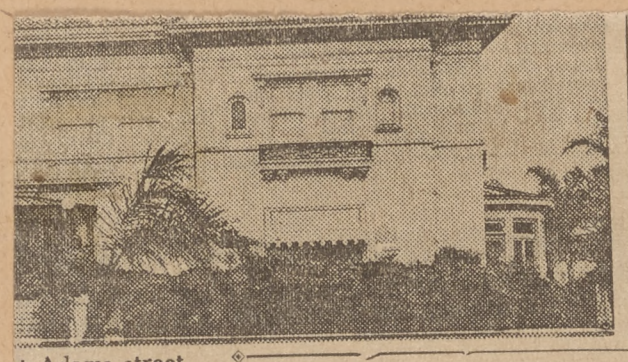
Wealth Flows to the Ocean

Title

Appeared in L.A. Exam

Date 10/19/24

Space 6-18



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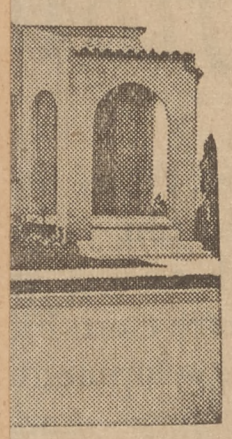

BOUGHT
GO—
OR?

you and finance
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Syndicate

k Building

According to William P. Butte, president of Pacific Ready-Cut Homes, Incorporated, the demand for stucco homes has gotten to be such a big factor in home building that his firm is making preparations for the greatest sale of stucco homes in the history of their business.

"We have long since appreciated the popularity of the stucco home," said Mr. Butte, "but it has not been until very recently that we came to the conclusion that this

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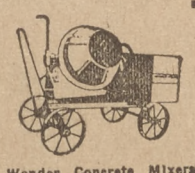


Wonder Concrete Mixers

"The Wise Contractor Works Wonders"

CONSTRUCTION MACHINERY CO.

of Calif.

Contractors' Equipment—Woodworking Machinery

455 E. 3rd St., Los Angeles. Phone 822-187

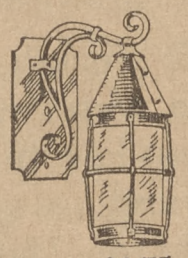
Pabcolin
at cut price

Lumber for Home Building

With the great revival of home building now under way our splendid facilities for lumber service are again accented.

Everything you need in a lumber way from the most ordinary rough lumber to the finest interior finish, all handled through our our own mills. Uniform service under one management spells proper prices and efficient service that will interest every buyer of lumber.

Under Pricings on Electric Fixtures and Supplies



Fixture, $6.75

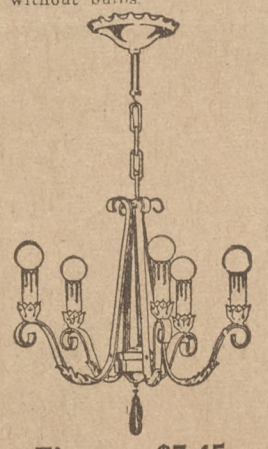
No. 2187. This antique lantern is very much in vogue now and lends a charming atmosphere to the home. No bulbs included.

Fixture, $2.85

Our No. 3001. Either in candle or drop light. Handsome wrought iron bracket much in demand at present. Priced without bulbs.

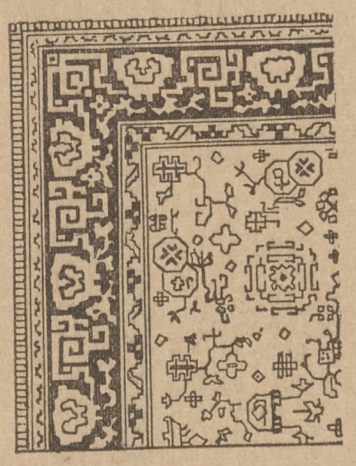
Fixture, $5.85

Just as you see it pictured. It is our No. 987, a five-light wrought iron fixture, attractively finished in polychrome and colors. No bulbs included.



Fixture, $7.45.

Our No. 3005. This may be had in either drop light or candle style, a five-light fixture, one of the most attractive of the many beautiful



Still Cutting Pric

You never dreamed how money until you come and see but a wonderful quality and t colorings.

For 50c You Can Buy This Year for $1

At 30c Wall Papers forme
At 25c Tiffany Blends, for

Every roll of this 1924 stock is gol
Nothing shop worn, nothing out of

Brass Goods Service Count

For the convenience of our patro
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Ad.No. Living as Nature Intended
Title

Appeared in Masonic Digest Date Oct-1924

Space Double Page

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BEST ROAD — Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. By P. E. Ry. — Tickets direct from any ticket office.

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HENRY CLARKE,
Director of Sales.

BANK OF AMERICA, Trustee.

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United States lies within this Los Angeles basin. Reforestation must be undertaken or we perish.

The question which confronts us is a complex one—scientific forestation of—in the greater part—sterile mountainous lands, and it must be

estation, and we must commence reforestation of those districts in which the soils permit. Poorer soil areas must be once more brush covered that Nature may begin her tireless task in soil producing.

Forestation, you perceive, is there-

roots that water be conserved and finally that forests may be planted. Few trees of utility can be reckoned except by centuries.

We have never taken into thought the morrow. This can only be brought about through education. It is yours and ours to do.

They are simply pouts of soil released by the decayed skeleton of the hill. Supersaturated, they have slipped down for want of vegetation to bind and hold them in place.

They are far more possible of reforestation than any other of our southern terraine, yet our approach

crown is reached.

The whole question requires a profound knowledge of vegetation and of the tree itself, its habit of life both as to soil moisture and humidity, its character of growth, whether it is self-suporting or is of gregarious nature.

the expenditure of much private an public money to no result.

Daily the demands upon these watersheds increase. The peace, happiness and prosperity of two million people are jeopardized. Expediency only can save us.

There is no time for useless experimentation.

Wealth Flows To The Ocean
Title
Appeared in L.A. Exam
Date 10/12/24
6-18

Wealth flows to the Ocean!

THE world's greatest cities flourish on waterways. In ten years Los Angeles has increased 1100% oceanwards and has spent more than Fifteen Millions on Harbor development and voted Fifteen Millions more—and this is only the beginning!

Palos Verdes is in the direct pathway of this movement. Already a portion of the property is within the City's limits.

The establishment of the Port of Los Angeles (just over the hillsides from Palos Verdes), settled once and for all the direction of the City's growth.

Palos Verdes is the strategic point in the fastest-growing metropolitan area in the United States.

Just as San Pedro is the 'business entrance' so is Palos Verdes the 'family entrance' to Los Angeles.

Ten years ago the population of Los Angeles increased 20,000 in a year—today the increase is 100,000 annually. In the light of what Los Angeles has done, what will Palos Verdes be ten years hence?

Read what Palos Verdes is today:-

It is a New City, planned, publicly financed, and now building on the coast line, a few minutes from the Harbor. (A Coast Highway will run through its boundaries.) Easily distant from down-town Los Angeles and its huge industrial development—adjacent to all the thriving beach and valley cities. Through Palos Verdes runs the now-nearly-completed Western Avenue—the only direct boulevard from the mountains to the sea.

Could any place have a better future? Palos Verdes in a few years will accomplish what has taken other cities a generation to create.

Investigate the New City. See the Golf Course, admitted as one of the finest in America. Drive over the 30 miles of good roads. See the improvements already in. Note the 457 acres of land dedicated for parks. Mark the school sites. Watch the Business Plazas building. See the homes already built. Remember, the coast line is a freehold to all property owners.

Then—choose your Homesite and share in all these Privileges

Original prices on Homesites still prevail $2000 to $6000 and up

BEST ROAD TO PALOS VERDES ESTATES: From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARK, *Director of Sales*, BANK OF AMERICA, *Trustee.* *Phone* VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., *Phone 636-476* ❧ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone 5005* ❧ TORRANCE—Gilbert, Hansen & Page, *Phone 166* ❧ PALOS VERDES—Office near entrance Malaga Cove District ❧ POMONA—Tolton Company, 285 N. Garey St. ❧ SAN PEDRO—A. M. Ferguson, 495 7th St., *Phone 1012-W*

Mail This Coupon Today

PALOS VERDES ESTATES
570 Lane Mortgage Bldg., Los Angeles
Send me booklet and full information regarding Palos Verdes—the New City.

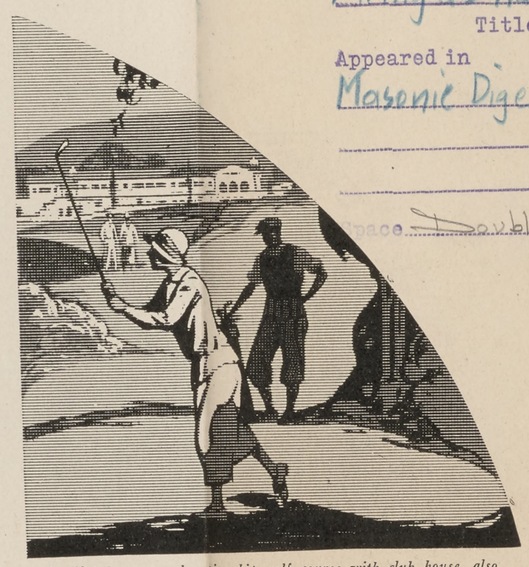
Name _____

Address _____

Ad. No.
Living as Nature Intended
Title
Appeared in Masonic Digest Date Oct 1924
Space Double Page

Over 150 acres of school and playground sites are reserved for Palos Verdes children

457 acres of Palos Verdes is set aside for parks—for the exclusive use of home owners



An 18-hole grass, championship golf course with club house, also belongs to Palos Verdes investors

LIVING--*as Nature Intended*

PALOS VERDES has made provision for parks and playgrounds on a scale greater than in any other district in the United States.

One-quarter of the property is reserved for recreational purposes—to be landscaped and planted out from the Palos Verdes Nurseries. 457 acres of park lands will be maintained as the private property, in trust, of the homesite owners.

Public gardens, golf links, bridle trails, parkings, etc., and over 3½ miles of seashore will be improved to make Palos Verdes the ideal homesite. An elementary school site every half mile apart, an intermediate every two miles, and a senior high every three. These areas will be donated to the proper authorities.

No school kiddie need walk more than half a mile from any lot. Sites for libraries, theaters and public markets have also been provided. A careful zoning plan guarantees residential areas and values.

UNLIMITED WATER SUPPLY. Palos Verdes obtains, from natural water-bearing lands, through its own system, over 6,000,000 gallons daily, an ultimate capacity sufficient for a city of 100,000.

Visit the new city—get its appeal to the best that life offers—scenery—environment—happiness. Over 2,500 men and women have already selected sites. Why delay longer?

FREE BOOKLET. We will send information and booklet about "Palos Verdes —the New City."

BEST ROAD—Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. By P. E. Ry.—Tickets direct from any ticket office.

GENERAL SALES OFFICE: 5th Floor Lane Mortgage Bldg., 8th and Spring Sts.

PALOS VERDES
The New City

HENRY CLARKE, Director of Sales.

BANK OF AMERICA, Trustee.

Ad. No.

Palos Verdes the

Title

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Ad. No.

Palos Verdes the New City -

Title

Appeared in Homecraft

Date October 1924

Space Page 4 (Last Cover)

Palos Verdes - *The New City* has Millions behind it!

There are millions of dollars behind the New City. Palos Verdes is one of the big financial institutions of the West, building upon its own property. The 4229 underwriters of the New City hold through their Trustee, the Bank of America, title in fee, without incumbrance, the 3200 acres of splendid seashore land, conservatively valued at $17.500,000.

1924 IMPROVEMENTS $1,250,000.00

Palos Verdes does not have to borrow money to make improvements. The money is being supplied by the owners, the 4229 underwriters—development is independent of sales. More than one million dollars was expended for improvements in 1923. This year's budget totals a million and a quarter more.

TWENTY MILES OF BOULEVARDS

Palos Verdes has twenty miles of boulevards and avenues. A high-pressure water system with fourteen miles of fourteen-inch mains and fifty miles of six and eight-inch mains is installed.

GOLF CLUB

An eighteen-hole, championship-length grass golf course is now practically ready for play. The golf club building will cost approximately $60,000. The value of the completed course, including land and buildings, is conservatively placed at half a million.

THREE BUSINESS PLAZAS

Three splendid business plazas will be located in Malaga Cove, the Lunada Bay and the Valmonte districts. Construction of buildings in these plazas is under the direction of noted architects.

FIFTY ENGINEERS EMPLOYED

A resident staff of fifty engineers and landscape architects, headed by Olmsted Brothers, and an Advisory, directed by Myron Hunt, D. A. Allison and Robert Farquhar, noted architects of Los Angeles, are engaged in carrying forward the Palos Verdes development plan which is acknowledged to excel anything in America. Protective restrictions and zoning permanently insure residential values.

Palos Verdes has its own quarry for road material. It has its own nursery where a million ornamental trees and shrubs are growing. Gas and electricity are on the property. Telephone service is assured.

TWO THOUSAND FIVE HUNDRED OWN HOMESITES

Do you know of any place in America where a residential city of such splendid proportions and conceptions is being created? Do you know that investments in Palos Verdes by underwriters and purchasers of home and business sites have reached the huge total of $9,000,000.00?

Remember, Palos Verdes—the New City—has millions behind it. It is building for permanency. Improvement programs do not depend on funds derived from sales. A million and a quarter dollars go into improvements this year. Two thousand five hundred have chosen homesites. Can you afford to wait longer?

HOMESITES ARE AS LOW AS $2,000 AND UP

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5TH FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts.
HENRY CLARKE, *Director of Sales,* Bank of America, *Trustee.* *Phone* VAndike 2481

OIL PIPE LINE PERMIT ASKED BY MOHAWK CO.

Harbor Board Told Firm Has Tanker and Crude; Would Connect to Docks

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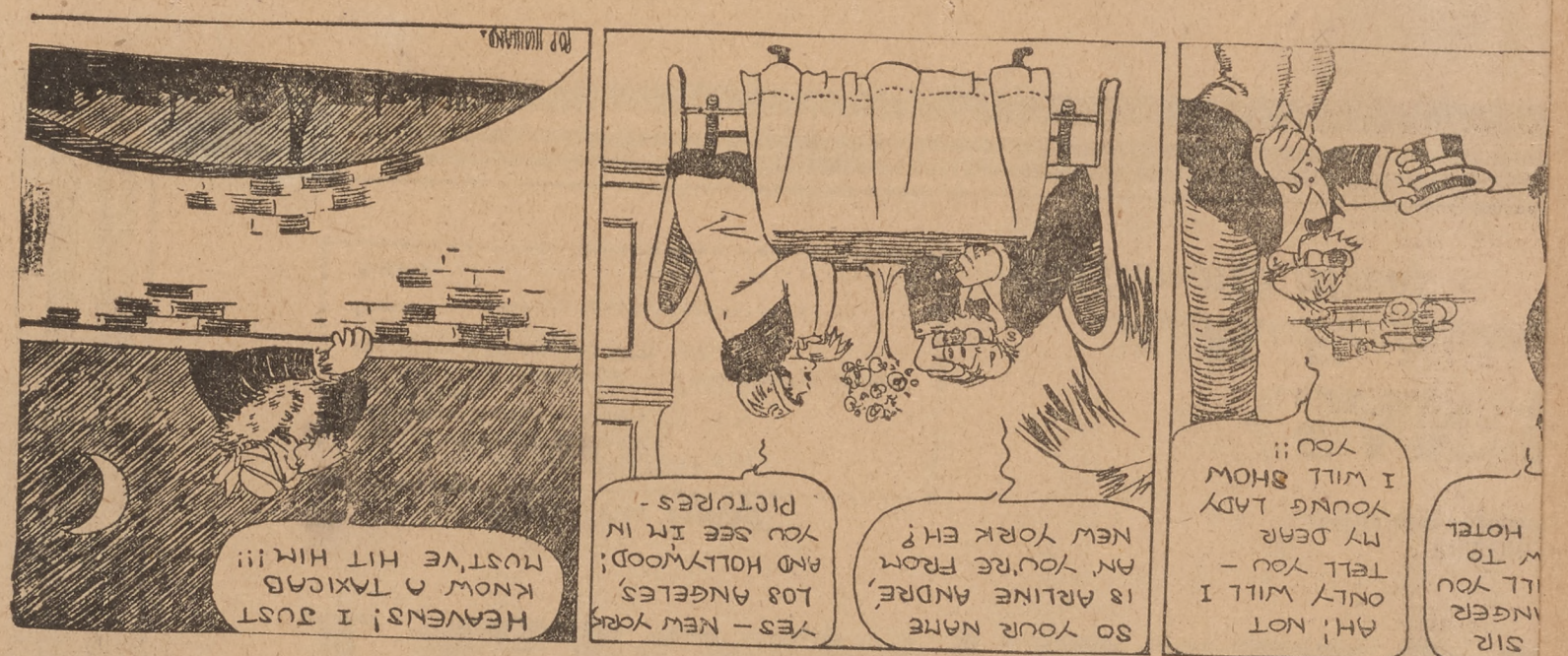
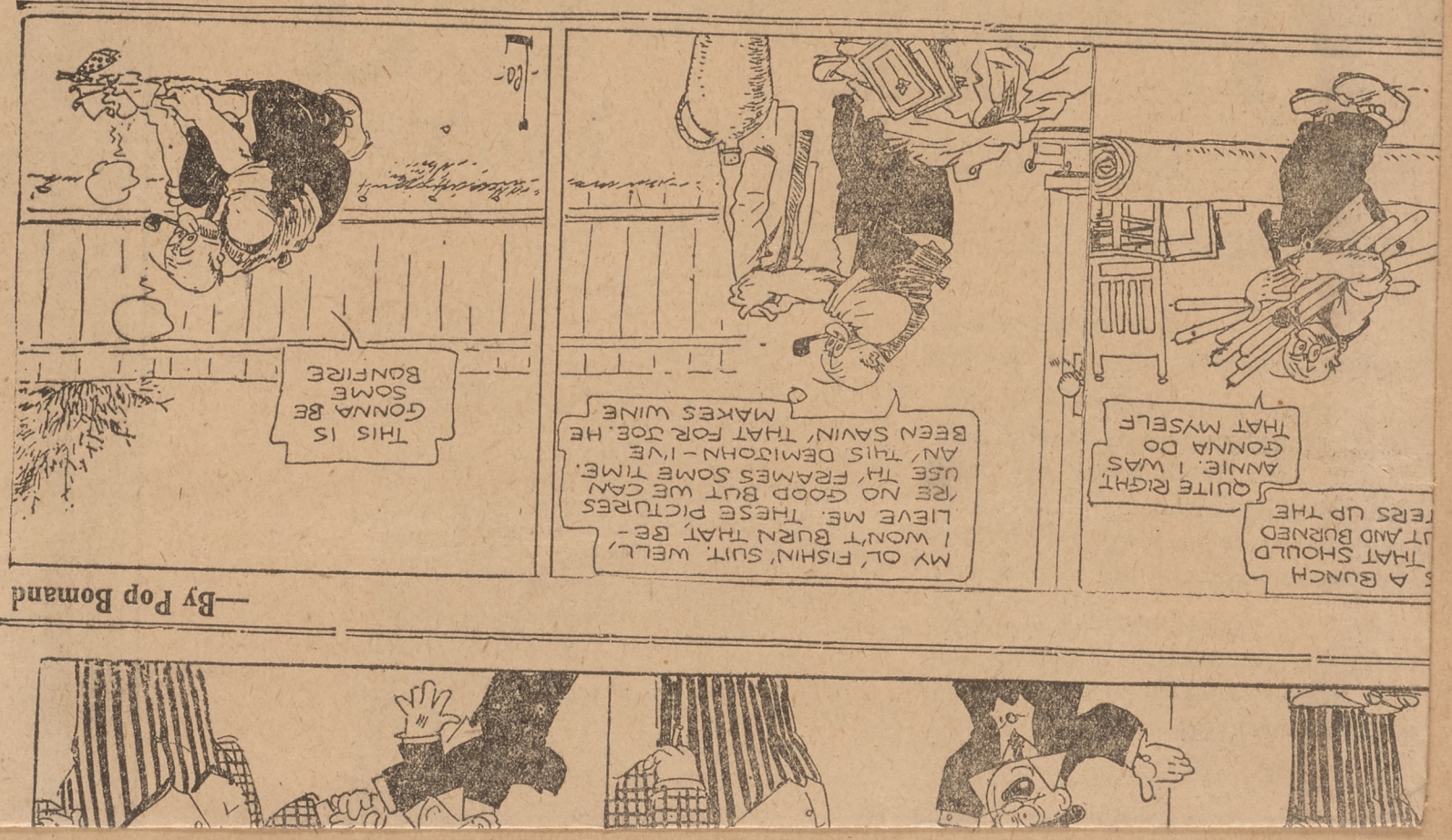
EMPIRE MODE MAKES A DIGNIFIED FORMAL CHOICE FOR WEDDING GOWN



—By Pop Bomard



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OS VERDES

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OFFICE: 5TH FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts.
Director of Sales, Bank of America, *Trustee.* *Phone* VAndike 2481

Ad. No. Wehrman Residence
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Appeared in San Pedro Daily News Date 10/22/24
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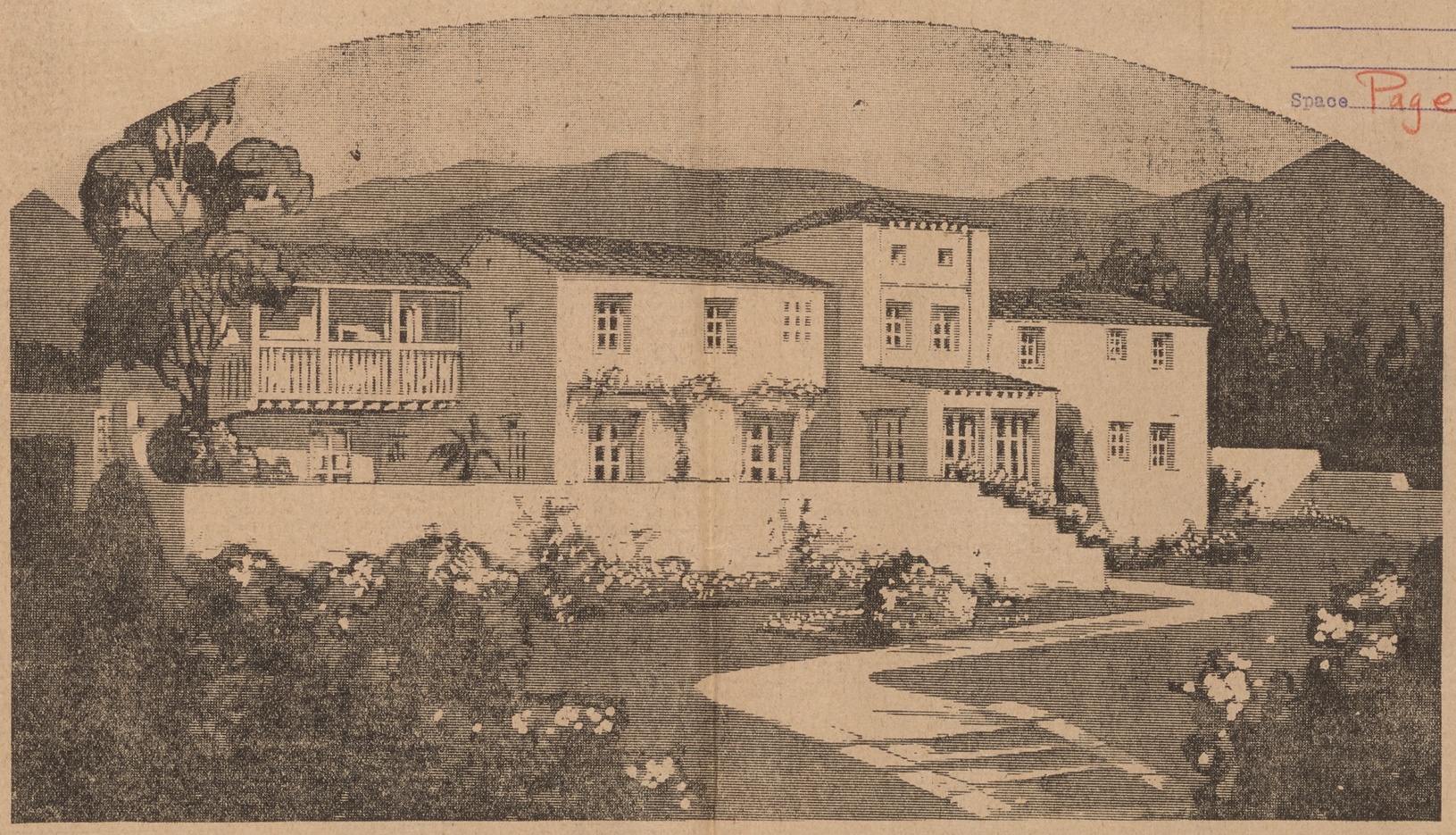

The WEHRMAN *Residence* in MIRALESTE

San Pedro Unit of Palos Verdes—

Harbor District's finest Residential Location

THE WINDOWS of this fine home, now building in Miraleste, will command a view unsurpassed in all Southern California. From the rim of the Santa Monica Mountains, the eye can scan entire Metropolitan Los Angeles, down the coast to Balboa, and, in the foreground, the Port of the fastest-growing City in the world.

This magnificent Homesite has the Hillsides of Palos Verdes for a background, while at its foot lies the Harbor, berthing ships from the Seven Seas. A location which is a masterpiece!

Los Angeles has increased 1100% ocean-wards in the last decade and Miraleste is in the direct pathway of this movement. Homesites here, in a few years, will be beyond the reach of all save the wealthy few. Now is your chance to secure a 'home place' in a locality that will be the desire of thousands in a short while.

Do not wait any longer. Tomorrow, the lot you have in mind may be gone.

Miraleste is the San Pedro Unit of the great Palos Verdes Project, participating in the same huge program of development and sharing all the privileges of the New City.

Miraleste is adjacent to tremendous industrial expansion—overlooking a world's port—a stone's throw away from a huge importing and exporting center, and served by the only 'mountains-to-the-sea' boulevard, Western Avenue, now practically completed.

Miraleste is as safe in its investment possibilities as it is in its location. A Homesite in Miraleste includes membership in the Palos Verdes Golf Club—already admitted the finest layout of its kind in the Southland.

A Miraleste Homesite means ownership of school sites, extensive parks and benefits by the installation of the same superior improvements for which Palos Verdes has been complimented by the National Conference of City Planners. There are now only a few Homesites left, so do not delay any longer. Make your selection and plan your Home now. The Estates Mortgage and Building Company will help you finance building if necessary. Phone the Office for an appointment. Original prices still hold good.

Choice Homesites range from $2000 to $6000 and up

LOS ANGELES IS GROWING TOWARD

Palos Verdes - *the New City*

Mail This Today

(COUPON)
PALOS VERDES ESTATES,
571 Lane Mortgage Bldg.,
Los Angeles.
Send me booklet and full information regarding Palos Verdes—the New City.

Name .....

Address .....

PALOS VERDES
Office near entrance Malaga Cove District

SAN PEDRO

A. M. Ferguson, Sederlund Bldg.
495 Seventh Street *Phone 1012W*

GENERAL SALES OFFICE:
5TH FLOOR LANE MORTGAGE BLDG.
8TH AND SPRING STS.
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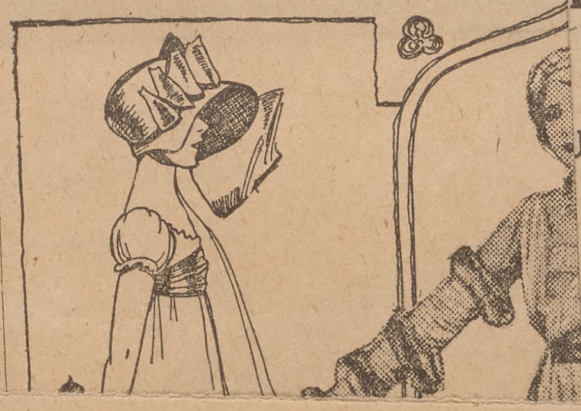


WOOD OR STEEL BARGE DISPUTE BEFORE BOAR

Use in Dredging Occas Debate as to Merit of Two Types

Discussion as to whether harbor department could small wooden barges or l steel barges to better adva was aroused at the meeti the harbor board yesterday owing the recommendation F. McFie, general manage the Los Angeles Dry Dock Shipbuilding company, that barges of 500-yard capaci constructed.

The harbor board, upo recommendation of former A Engineer J. C. Shaw, aske bids on 250-yard wooden b The appearance of McFie the first response of bidder

Cost of Repairs

The initial cost of steel b the official explained, wou considerably higher, but cl that the repair expenses be much less.

The capacity of 500 yard advised because, when wo under favorable conditio would save much time would be needed by movin unloading the smaller bar

Small Yardage

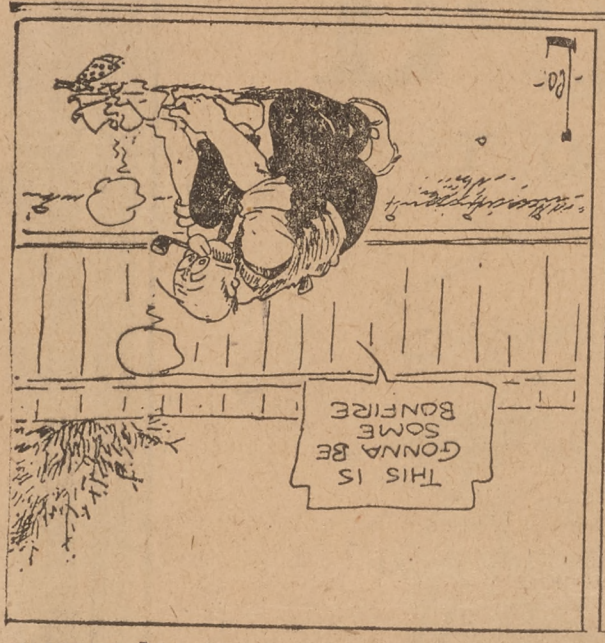
Acting Harbor Engineer J man Ludlow claimed that of the dredging work done harbor department was in cessible places, which woul mit the removal by an or working crew of but abou yards in a working day of hours.

The question of the barg and kind of construction again referred to the en ing department and will b sidered at Friday's session board.

DAVIS IN INDIANA IN CAMPAIGN D

VINCENNES, Ind., Oct. Making a final one-day ance in Indiana, which h he has declared "will be w democracy," John W. Davis ocratic candidate for pr brought his campaign here for a discussion and prep carry it tonight to Eva

—By Pop Bomand



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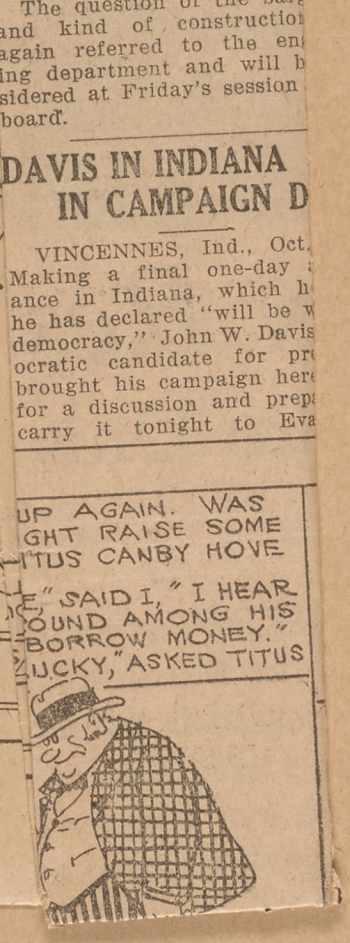

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9/30 San " " Pilot
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PROGRESS in IN

EXPANSION FOR INDUSTRIAL FIRMS IS CONTEMPLATED

Plants for Manganese Company and Machine Concern Part of Week's Activities

Construction work on a $200,000 branch plant for the American Manganese Steel Company, the largest manufacturer of manganese steel in the world, is under way, according to Robert Miller, vice-president of the Union Iron Works of Los Angeles. The local concern has the contract for the erection of the plant structures, which will be located on a two-and-a-half-acre site on Downey Road at Slauson avenue.

A Westype steel building, 100x200 feet in size, with roof, sides and partitions of corrugated steel, will house the electric furnaces of the steel plant, which will have a monthly capacity of 100 tons of manganese steel, produced entirely from scrap steel. The main building will be thirty feet high and will have a raised center for the installation of a crane runway. A one-story office building of frame construction and a transformer building, 20x30 feet in size and thirty feet high, are also included in the construction plans.

CAPACITY DOUBLED

Castings ranging in weight from one ounce to two tons will be produced in the plant, which will be equipped with complete heat treating and electric melting apparatus. The capacity of the plant will be doubled as soon as the demand for the products justifies the additional investment, Mr. Miller stated. Manganese steel is used in the manufacture of oil field castings, drilling equipment and tools, and ore grinding machinery, rock crushers, gold dredgers and crane and car wheels. Buck & Stoddard, oil field aquipment agents, will handle the products of the Los Angeles plant of the steel firm in the oil districts. The products will also be distributed by Buck & Stoddard to India, Mexico, Russia and Rumania oil territories.

The American Manganese Steel Company maintains branch plants at Oakland, Cal., Denver, Colo., St. Louis, Mo., Newcastle, Del., and Chicago Heights, Ill., and has its headquarters in Chicago. D. H. Young, western manager of the company, is overseeing the erection of the Los Angeles branch plant.

Workmen of the Union Iron Works are also erecting a new plant for the Ulmer Machine Company at Santa Ana, involving a total investment of $150,000 in property, buildings and equipment, according to Mr. Miller. The new plant is located on a five-acre site, recently acquired by the company in the central industrial district of Santa Ana.

STEEL STRUCTURE

The major manufacturing operations of the company, which produces turbine pumps for irrigation larger quarters as soon as possible.

The building will be a one-story and full basement monitor type structure of brick and concrete. Conforming to the special requirements incidental to the leather business, every phase in appointments for an industry of this nature has been investigated with the result that the new plant will be equipped with special lighting features, ventilators, salt bins, shower baths, etc. The expeditious handling of inbound and outbound merchandise has been taken into consideration and ample provision made to take care of this advantageously.

NEW PHONE SYSTEM TO LINK MEXICO

Franchise is Granted by Government for Line to Connect With San Diego

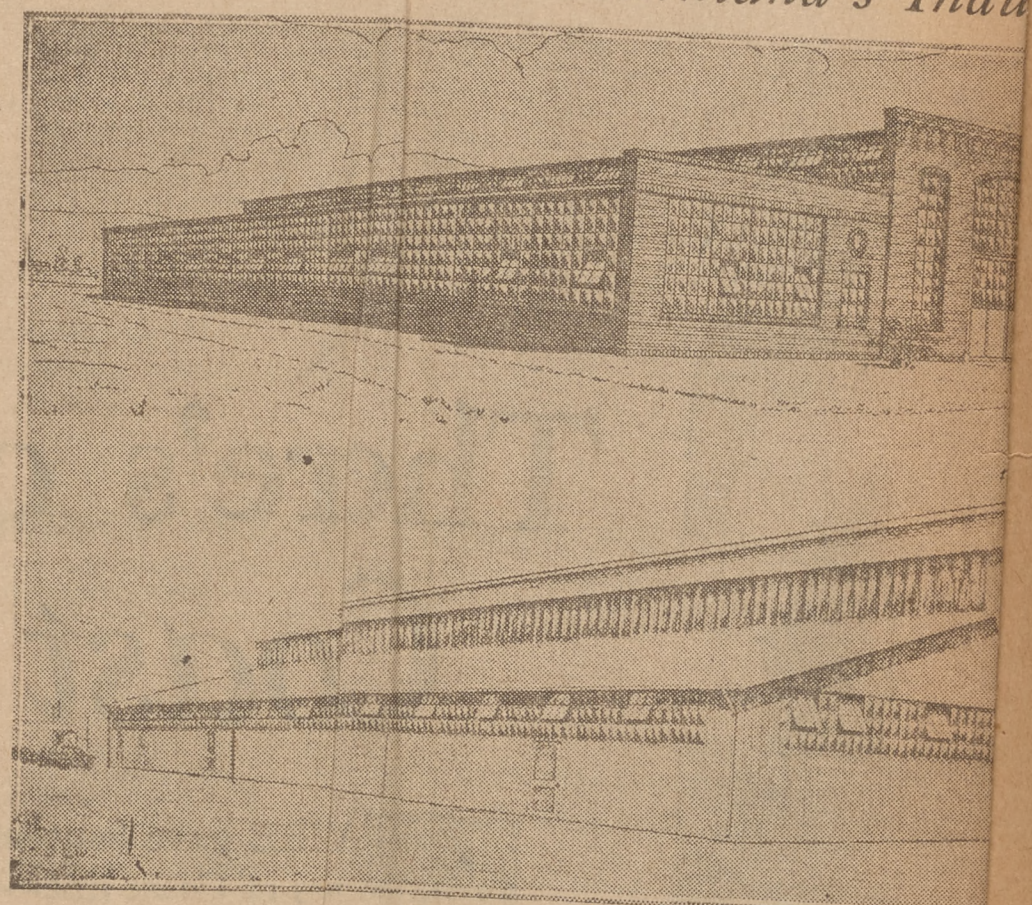
[EXCLUSIVE DISPATCH]

SAN DIEGO, Oct. 25.—An important step in the development of the northern district of Lower California, particularly the section between Tia Juana and Ensenada, is being taken in the construction of a telephone line to connect with the Pacific Telephone and Telegraph Company's system.

The Lower California Telephone Company, headed by M. P. Barbachano, which plans eventually to extend its service to Mexicali and Ensenada, has been granted a fifteen-year franchise by the Mexican government. Head offices will be at Tia Juana. Other officers of the company are R. W. Lacarra, secretary; Frank Monroe, vice-president, and M. A. Barachano, treasurer.

The first exchange of the company will be established at Tia Juana, for which plans have been completed and work is well under way. It is expected the new system will be in operation by November 1 next, with a total of 100 subscribers. This list, it is expected, will

Three Additions to Southland's Indu



Machinery Firm Leases Space Industrial Ar

Another new enterprise located in Los Angeles, according to the announcement last week of J. W. Lewis Company, which reports the leasing through Mr. Ries of the building at the northeast corner of San Pedro and 4th streets to the Ulmer Machinery Corporation. Edward Eiser is the owner of the property. Mr. Ries handled all negotiations in connection with the lease.

J. A. Ulmer, president of the Ulmer Machinery Corporation, states they are locating in Los Angeles to better serve their southern California trade. They now have a factory operating at Terville and are constructing an additional factory and foundry at Santa Ana. Their products consist mainly of turbine pumps.

For Santa Ana and I

At top is picture of proposed Ulmer Machine Company 000. Center is new plant for the American Manga Road. At bottom is new factory for the Roy L. Don in the Central Manufacturing District.

School Bonds to be Voted in Inglewo

[LOCAL CORRESPONDEN

INGLEWOOD, Oct. he

WOODWORK PLANT BE

Additional Classified

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FALL BARGAINS

$250 down—Balance easy terms for new three-room house. Water, lights, gas, plastered walls. Lot 40x125. Price $2850.

$2100—Dandy grocery store doing business of $75 per day. Owner will give long-term lease. Stock inventories at about $2500. But will sell out at the above price.

$5500—for a dandy close-in four-room house on a paved street. All modern. Has driveway and garage. $1500 down.

$ 400 Down buys a four room house on paved street near school and car line. Modern. Price $3900.

$ 300 Down and $25.00 per month for a dandy view lot on 18th street. Priced at $2150 including street improvements.

Call H. VAN GIESEN

H. J. ANDERSON

REALTOR

Pacific Ave. at 7th St. Phone 165 or 1642-R

BUY ONE OF THESE AND YOU WON'T HAVE TO WORRY ABOUT THE PRESIDENT

$ 850—$250 down, and $15 per month. Level lot on 7th.

$1680—$180 down, beautiful level lot, near school.

$1785—Terms. This is a fine 50-foot, alley corner, view lot, and is just $500 under the market.

$1800—Terms. On 19th street, east of Alma. Remember this is a full size 40-foot lot, where the sewer and paving is in and paid for.

$8750—Terms. 4-room, new Bungalow, in front. Double house and garage in rear. Setting on a $4000 lot between Pacific and Grand. Investors, if you see this, you will buy it.

PACIFIC REALTY CO.

REALTORS—INSURORS

Phone 1498 927 Pacific Avenue

WHY PAY RENT?

When you can get one of the best, lowest priced lots in V. D. O. on 10th street, 45x120 and have a home built on it to suit you. We only require a small down payment; balance like rent. Let us explain it to you. You'll be surprised.

We have a steal in a bungalow court site in V. D. O., between 8th and 9th streets, 64x125. Eight units could easily be built on it and it formerly was listed for $5500. You may be surprised to know that it can now be bought for $4000 with a small down payment. Come on live ones, let's go!

FOX REALTY CO.

REALTORS

731 Pacific Phone 1705

VOTE FOR THESE AND BE SAFE

$6300—Modern 3-room Duplex, double garage, near high school. Some terms.

$ 500 Down—Modern 4-room House, completely furnished, near Leland street School, $3500 and only $35 per month.

$ 200 Down—Lot on 23rd street. Paving is now in. A wonderful view, $1500, $25 month.

$ 400 Down—4-room, new House and garage in the right part of town. $4200, $40 month.

DWIGHT & POND

REALTORS

Phone 2114 1016 Pacific Avenue

A BARGAIN IF EVER THERE WAS ONE!

4-room California House, furnished, on Second street, close to Bandini. Lot 40x120. Dining room, nook, nice high lot, fruit trees, vines, shrubs and flowers in profusion. This house is modern and is being sold at on absolute give away price, $2500, $650 down; balance $35 per month.

D. A. BYERS

REALTOR—LOANS, INSURANCE, NOTARY PUBLIC

704 So. Pacific Ave.

J—REAL ESTATE

(64) Display Classified. (64)

$200 CASH AND $4

will buy you a neat, modern, four-room
veniences. Garage. Large lot in
avenue, where property values ar
$4200. See us at once for this easy

WILDER & BR

Elks' Building

J—REAL ESTATE

(65) For Sale—Houses

BEAUTIFUL HOME

On 18th street, lovely view up to the minute in every detail, has an exceptionally large living room; 5 large rooms. Price $8500. Very easy terms to a responsible party.

MR. McGINNIS

H. J. Anderson, Realtor

700 Pacific Ave. Ph. 165 or 1642-R

$200 DOWN—Bal. like rent, buys a new 3-room bungalow; breakfast nook; wash tray; fine bath with lavatory; 40-ft., level, view lot. Price only $2650.

4 SPLENDID houses, on very close-in lot. All are furnished. Income $150 per mo. This is only $11,500, on terms, or $11,000 for $7300 cash. Price slashed $2000 for quick sale.

SUITER & CO.

485 7th St. Phone 2699

FOR SALE—By owner, 3-room modern house, furn. or unfurn., large yard, garage; terms. Ph. 594-R.

FOR SALE—By owner 4-room and 3-room houses on 16th St., near Palos Verdes; $5600; terms. Inquire 230 W. 16th St.

A HOME AND INCOME AT A SACRIFICE

Right Off Pacific Ave.; Close in. New 4-room modern, hardwood floors throughout; furnished new duplex in rear; garage; income, $150 mo. Lot alone worth $4500. Can you beat it? $8700. 1223 Pacific Ave.

(67) For Sale—Lots

$1600 for a large lot, all fenced, with a 3-room Calif. house; gas, light and water in; easy terms. Phone 917-R. Inquire 523 18th.

LOOK THESE OVER

And you will agree that we have real bargains.

5-room home, modern, large lot, paved street; $4000; $750 down.

2-room dandy, sided, shingle roof, large lot; $1600; $250 down.

$1500—Half cash; pavement, sewer, sidewalks, curbs paid for; restricted.

$1000 cash; large, level lot; east front; 1 block from Bandini school.

$1050 cash—A $2000 lot between Grand and Gaffey on Upland.

DONNELLY REALTY CO.,
Realtors

365 W. 7th St. Phone 420-M

FOR SALE—By owner, oil lot in Preston and Dorland tract at Harbor City. One well on tract and others to be drilled. Address Box 74, Daily Pilot.

(69) Lomita

FOR SALE—Or trade, choicest acre in Lomita for San Pedro property, by owner. Box 92, Pilot.

FOR SALE—In Lomita. Lovely acre in south end; east front; 140x300; close to school; $3500. Waltman & Bilbro, 1545 Narbonne Ave.

(75) For Sale—Country

BARGAIN—2½-acre chicken ranch. H. A. Murphy, 639 23rd St.

TEN-ACRE chicken ranches near Riverside, $1500; $150 to $200 down; $15 per month. Inquire Ben Reutepohler, 1025 Pacific Ave. Phone 1934.

(76) Wanted to Purchase—Real Estate

LOTS WANTED—Will accept your lot on new 5-room stucco; owner. 1135 W. 13th St., V. D. O.

(77) For Exchange—Real Estate

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There's Only One Coast Line
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Appeared in L. A. Times Date Oct. 26-1924
Space 6-18

ANAHEIM TO GET CITRUS FACTORY

Local Firm Will Establish Branch Orange Unit

Commence Operations Soon With Hundred Workers

Plant Located on Seven-Acre Holding Near Town

[LOCAL CORRESPONDENCE]

ANAHEIM, Oct. 25.—Final negotiotions for another industry at Anaheim were completed here this week by the Chamber of Commerce with plans to start the operation of a new factory at once employing more than 100 persons.

The new concern, the Mission Orange Punch Company, Inc., of Los Angeles, will establish a factory in co-operation with the Orange County Citrus Products Company, which was organized some time ago to care for the cull oranges in the county. The plant will be established on the seven-acre site owned by Frank Eisenhauer, two and a half miles from Anaheim. The offices of the firm, however, will be located in the city of Anaheim.

The factory will be operated by two companies, with the Mission Orange Punch firm as the sales organization and the Orange County Citrus Products concern as the producing organization.

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So—geographically, Palos Verdes is the focal point of metropolitan Los Angeles, and, specifically, the premier residential community of the Southland seashore.

A Homesite in the New City means an ideal location, ideal surroundings forever. You can build a Home and a Fortune on the same lot. You can make your own Environment and at the same time, make Money. You will have your own Golf Club, your own community centres, and a free beach. Protective restrictions, good roads, parks, school sites, all will pay big dividends—in cash and in kind. All improvements are in. Homes are building now. Opportunity is knocking TODAY.

Many desirable Homesites can still be bought at original prices ranging from $2000 to $6000 and up.

Drive down today and investigate. Drive to Redondo, follow Esplanade to end, direct road leads through Palos Verdes Estates.

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Mail This Coupon Today

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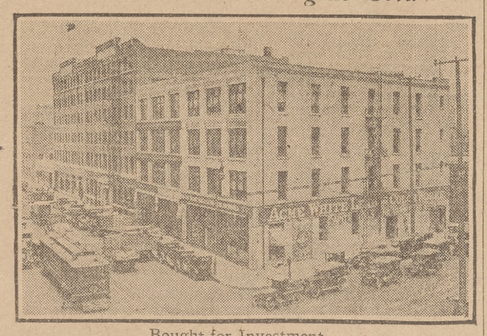
Commercial Building Is Sold



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The remarkable deposits on the property of the company, now being financed, consist of beds of fossil shells which vary two and three feet to sixty feet in depth. The beds, it is said, lie in successive layers, corresponding to successive ages, and are generally found one above the other, varying from two to thirty feet in thickness and having between these layers a strata of clay of about equal depth.

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LOCAL MEN INVADE EAST

Eastern Trade Territory Successfully Entered by Manufacturers of This City

Eastern trade territory, which for years has been considered by eastern manufacturers as their own exclusive field while they at the same time considered this country their "happy hunting-ground" is now being successfully invaded by Los Angeles manufacturers, according to A. G. Arnoll, secretary and industrial manager of the Chamber of Commerce.

This assertion followed an interview with B. E. McManigal, president of the Summers Manufacturing Company of Los Angeles, who, with J. L. Webster, vice-president of the firm, has returned from the East with a number of orders.

In their swing around the country they visited Chicago, Philadelphia, Atlanta, New Orleans and other cities, buying quantities of raw materials not produced in Los Angeles, and exhibiting samples of khaki and corduroy hiking and hunting clothes, leather puttees, canvas leggings, gun bags and golf bags.

"Both Mr. McManigal and Webster report that business conditions in the East are very unsettled," stated Mr. Arnoll. "The cotton and woolen mills have small stocks on hand and apparently are unwilling to go ahead and make up goods in the face of the uncertain state of the cotton and woolen markets. Yard goods such as the Summers company uses is hard to locate and obtain under present conditions.

"Both of these men were convinced that this city is the ideal location for manufacturing plants, due to its climate and wealth of resources. With the opening here of more textile mills to supply the needs of local clothing manufacturers, this portion of the country could become practically independent of the East in buying raw materials, and could compete favorably with eastern manufacturers in their own territory."

FOR SEWER FARM

[LOCAL CORRESPONDENCE]

VISALIA, Oct. 25.—York has started on a small dwelling on the city sewer farm. It is being erected for use by the caretaker of the city property.

The first telephone and the first railway in China were each put to use in Shanghai.

Ad.No.
Title
Appeared in Date

The WEHRMAN *Residence* in MIRALESTE

San Pedro Unit of Palos Verdes—

Harbor District's finest Residential Location

THE WINDOWS of this fine home, now building in Miraleste, will command a view unsurpassed in all Southern California. From the rim of the Santa Monica Mountains, the eye can scan entire Metropolitan Los Angeles, down the coast to Balboa, and, in the foreground, the Port of the fastest-growing City in the world.

This magnificent Homesite has the Hillsides of Palos Verdes for a background, while at its foot lies the Harbor, berthing ships from the Seven Seas. A location which is a masterpiece!

Los Angeles has increased 1100% ocean-wards in the last decade and Miraleste is in the direct pathway of this movement. Homesites here, in a few years, will be beyond the reach of all save the wealthy few. Now is your chance to secure a 'home place' in a locality that will be the desire of thousands in a short while.

Do not wait any longer. Tomorrow, the lot you have in mind may be gone.

Miraleste is the San Pedro Unit of the great Palos Verdes Project, participating in the same huge program of development and sharing all the privileges of the New City.

Miraleste is adjacent to tremendous industrial expansion—overlooking a world's port—a stone's throw away from a huge importing and exporting center, and served by the only 'mountains-to-the-sea' boulevard, Western Avenue, now practically completed.

Miraleste is as safe in its investment possibilities as it is in its location. A Homesite in Miraleste includes membership in the Palos Verdes Golf Club—already admitted the finest layout of its kind in the Southland.

A Miraleste Homesite means ownership of school sites, extensive parks and benefits by the installation of the same superior improvements for which Palos Verdes has been complimented by the National Conference of City Planners. There are now only a few Homesites left, so do not delay any longer. Make your selection and plan your Home now. The Estates Mortgage and Building Company will help you finance building if necessary. Phone the Office for an appointment. Original prices still hold good.

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Local Firm Will Establish Branch Orange Unit

Commence Operations Soon With Hundred Workers

Plant Located on Seven-Acre Holding Near Town

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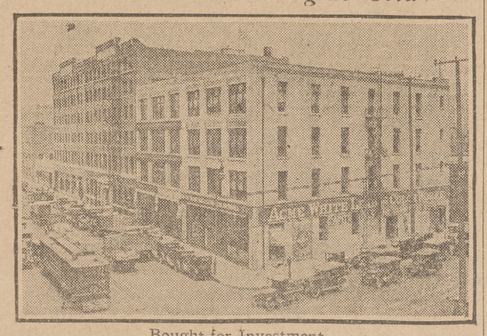

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LOCAL MEN INVADE EAST

Eastern Trade Territory Successfully Entered by Manufacturers of This City

Eastern trade territory, which for years has been considered by eastern manufacturers as their own exclusive field while they at the same time considered this country their "happy hunting-ground" is now being successfully invaded by Los Angeles manufacturers, according to A. G. Arnoll, secretary and industrial manager of the Chamber of Commerce.

This assertion followed an interview with B. E. McManigal, president of the Summers Manufacturing Company of Los Angeles, who, with J. L. Webster, vice-president of the firm, has returned from the East with a number of orders.

In their swing around the country they visited Chicago, Philadelphia, Atlanta, New Orleans and other cities, buying quantities of raw materials not produced in Los Angeles, and exhibiting samples of khaki and corduroy hiking and hunting clothes, leather puttees, canvas leggings, gun bags and golf bags.

"Both Mr. McManigal and Webster report that business conditions in the East are very unsettled," stated Mr. Arnoll. "The cotton and woolen mills have small stocks on hand and apparently are unwilling to go ahead and make up goods in the face of the uncertain state of the cotton and woolen markets. Yard goods such as the Summers company uses is hard to locate and obtain under present conditions.

"Both of these men were convinced that this city is the ideal location for manufacturing plants, due to its climate and wealth of resources. With the opening here of more textile mills to supply the needs of local clothing manufacturers, this portion of the country could become practically independent of the East in buying raw materials, and could compete favorably with eastern manufacturers in their own territory."

FOR SEWER FARM

[LOCAL CORRESPONDENCE]

VISALIA, Oct. 25.—York has started on a small dwelling on the city sewer farm. It is being erected for use by the caretaker of the city property.

The first telephone and the first railway in China were each put to use in Shanghai.

Ad.No. _____

Wehrman Residence
Title

Appeared in Date
San Pedro Daily Pilot 10/22/21

Space Page

SAN PEDRO DAILY PILOT

J—REAL ESTATE
Display Classified.

5 PER MONTH
bungalow with all modern con-
good location close to Pacific
e advancing. Price low. Only
term home place.

OWN, Inc.
Phone 74

J—REAL ESTATE
For Exchange—Real Estate

TRADE OR EXCHANGE
s, N. Long Beach. Will trade
ity of $3500 for city or coun-
property. What have you?

RIDDLE
688 11th St.

Ldership is acquired by those
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atalina

LET'S GO! Hotel St.
atherine, on Ocean
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When y water, European.
10th and Villa, largest
only e-floor hotel in the
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We have re you have the
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Come nt. Bathing, fishing,
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w Steamship "Cata-
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nd trip.
731 Pacific Ticket Office.
9 W. Seventh St.
h, San Pedro 1067
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VOT

$6300—Moder terms. World No Trip Like This
$ 500 Down— land st
$ 200 Down— $1500,
$ 400 Down— town. $

erior Service
nfort Speed!

YOU SAIL ON THE
WARD or YALE

Phone 2114

A BARGA
IFICENT appoint-
its and excellent en-
ent await you aboard.
night Voyage De Luxe
San Francisco
LINGS 4 P. M.
hurs., Fri., and Sat.
-way and round-trip
cluding meals, berth.
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LINGS 8 P. M.
Thurs., and Sun.
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4-room California
Lot 40x120. D
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REALTOR—
704 So. Pacific Ave.

ELES—HONOLULU
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SHIPP

Loading or On the

From North Atlant

Due	Vessel and Owner
Oct. 22	Ohioan, Amer.-H
Oct. 25	Andrea F. Luc Luckenbach S.S.
Oct. 26	Willfaro, William
Oct. 27	Monticello, L. A.
Oct. 27	Venezuela, Pacifi
Oct. 29	Sidney M. Hauptı Cormick S.S. Co.
Oct. 29	Minnesotan, Ame
Oct. 30	Santa Olivia, Pac
Oct. 31	Finland, Pacific
Nov. 1	Edw. Luckenbach enbach S.S. Co.
Nov. 3	Pres. Polk, Rober
Nov. 4	Margaret Dollar,
Nov. 8	Harry Luckenbac enbach S.S. Co.
Nov. 10	New Britain, Wil
Nov. 15	J. L. Luckenbach enbach S.S. Co.
Nov. 17	Pres. Monroe, R
Nov. 18	Diana Dollar, R.
Nov. 21	Manchuria, Pana
Dec. 1	Pres. Harrison, R
Dec. 5	Kroonland, Pana

From Gulf Ports

Due	Vessel and Owner
Sept. 26	Manchuria, Pana
Sept. 27	Vinita, Los Ang
Oct. 1	Dakotan, Amer.
Oct. 6	Point Judith, Sw
Oct. 10	Kroonland, Pana
Oct. 10	Carolinas, Swayn
Oct. 13	Lena Luckenbach enbach S.S. Co.
Oct. 20	Pres. Garfield,
Oct. 21	Peter Kerr, L. A.
Oct. 28	Frank Lynch, Sw
Oct. 31	Finland, Panama
Nov. 3	Kat. Luckenbach, enbach S.S. Co.
Nov. 3	Pres. Polk, Robt.
Nov. 10	Point Lobos, Sw

From West Coast South A

Due	Vessel and Owner
Sept. 27	Sinaloa, McC., M
Oct. 8	Seiyo Maru, S. L.

From East Coast South A

Due	Vessel and Owner
Oct. 20	West Calera, Sw
Nov. 6	Canada Maru, M
Nov. 18	West Camargo, Sw

Trans-Pacific

Due	Vessel and Owner
Oct. 1	West Faralon, S
Oct. 8	City of Los Angel
Oct. 16	Ginyo Maru, S. L.
Oct. 18	Calawaii, Los An
Oct. 31	City of Los Ange

From Europe

Due	Vessel and Owner
Sept. 27	Dinteldyk, C. J.
Sept. 30	Aalsum, A. R. Pa
Oct. 6	Isis, Los Angeles
Oct. 6	Pres. Adams, Robt
Oct. 6	Alrich, Los Angel
Oct. 17	Eemdyk, C. J. Le
Oct. 20	Pres. Garfield, R
Oct. 20	Montpelier, L. A.
Nov. 3	Pres. Polk, Robt.
Nov. 8	Lochgoil, C. J. Lo
Nov. 10	Robert Dollar, R.
Nov. 29	Drechtdyk, C. J.
Jan. 4	Lochmonar, Sama

CATALINA SERVI

Steamer Catalina leavin
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Wilmington, daily at 10
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IN PORT

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Oklahoma, U.S.S. Nevada;
4, U.S.S. New Mexico (f
U.S.S. Idaho; Division 5,
Maryland (flagship), U.S.
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DEPENDABLE

does not answer.
—Advertisement Exchange, 2132.

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House. 84-26

28.

10—California, San Diego.
Manila.
7. 1—Chaumont, San Fran.
Y. 1—Idaho, San Pedro-Hon.
Diego.
t. 31—California, San Pedro.
San Pedro.
t. 28—Bar. Div. 6, San Fran.
Pedro.
Oct. 28—Pennsylvania, Santa
28—Oklahoma, Monterey.

day's Stocks
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YORK, Oct. 22. — With
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Can 130 8-8, up 1-4;
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up 1-8; Alcohol
arn 63, up 1-8; Utah
B, and O. 61 1-4,
up ¾, Oct. 22.—Cotton
October 2460, up
810, up 29; January
March 2344, up 19;

BEACON STREET ARMY AND NAVY STORE

415 Beacon Street
for the word BEACON
on our SIGN

As we are not connected with any other Army & Navy Store in San Pedro

Big Sale Still Continues.

PRICES SHATTERED ON ENTIRE STOCK

Men's Underwear
1 lot of Balbriggan Union Suits—short sleeves, ankle length ____ 79c
1 lot of the very best Union Suits—regular $1.50, seller. Special ____ 95c
1 lot of the famous Onita and Wooltex brand, sells for $1.75 ____ $1.15
Army Shirts and Drawers, cotton ____ 45c
Army Wool Shirts and Drawers ____ 95c
Men's Flannel Pajamas. Regular $2.00 seller. Special ____ $1.49

Moleskin Overcoats
Keeps the wind and rain out—1 lot of regular price $12 and $15, special ____ $6.95

EXTRA SPECIALS

Ladies' Silk Hose
Ladies' Pure Silk Hose (firsts). The famous "Fan Tan" brand, extra reinforced soles and heels, Regular $1.25. Special on sale ____ 59c

Children's Hose
1 bunch of children's Hose, mostly white, black and brown. Regular 25c and 35c. Special, per pair ____ 5c

Sport Sweaters
All-Wool Sport Coat Sweaters, Reg. $4.50. Extra special ____ $2.75

Men's Sport Sweaters
Men's extra fine camel hair Sport Sweaters, regular $8.00 seller. Special ____ $3.95
Can't be duplicated—Hurry!

Boys' All-Wool Sweaters
Regular $3.50 and $4 values ____ $1.95, $2.50

Cotton Quilts
200 extra large Cotton Quilts, satin cover and fancy stitched center, regular $4.95. Special ____ $3.25
100 Single Sheet Blankets, each ____ 69c

On Sale at 9 A. M.

Men's and Boys' Caps
1 lot of the best Chinchilla Caps, silk lined, sell for $2.95, special ____ $1.95
1 lot of the very latest patterns, all-wool, silk lined Dress Caps ____ $1.75
1 lot of all-wool Dress Caps. Reg. $2.00, $2.50. Special ____ $1.39

Leather Coats and Vests
Just a few to close out—Reversible leather coats, moleskin lined, 42-inch long—Regular $25.00 special ____ $16.50
1 lot of Leather Jackets of the very best heavy leather and felt lined. Reg. $12.00, special ____ $8.50

FREE PREMIUMS—With every purchase, Beautiful FLOOR LAMP and Handsome TABLE LAMP to be given away free at the end of sale. Absolutely Free, get premium tickets with every purchase.

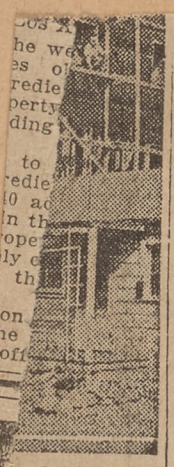
ELECTION DAY

ALBERT G. ROGERS, Socialist

Top of Group A cro

To Vote

It will be your only chance for 4 years to ... again ... ington, and the control of our governm... ... every good American citizen alike. Do...



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By Henry ...
Secretary Heating and Piping Contractors' National Association

THE prospective home-owner has a bewildering amount of detail to consider. He expects to build but once, so is impressed with the fact that he must attend to these details himself.

Much of it is a matter of balancing taste and pocketbook. He can look at the various types of material offered and decide which is most pleasing to his eye for the amount he can afford to spend.

When he reaches the heating plant he finds that the choice is somewhat more complicated. A variety of apparatus is offered him.

A mass of technical details are brought to his notice which means little or nothing to him and tends only to confuse the issue.

Through a long acquaintance with the industry of heating homes I presume to offer him some advice. I'm going to tell him briefly what I would expect of a heating plant and how I would go about getting it.

AS TO COSTS

First of all, one expects a heating plant to produce something unseen in the living quarters of his home—warmth—enough for the cold weather, not too much on milder days.

To be really worth while the plant must do this without consuming too much fuel or requiring too much attention.

A millionaire cannot get more from his heating plant even though he insist on having gold plated radiators to adorn his living quarters. The humblest home can have it at a reasonable price with a properly designed system.

The first step in obtaining such a system is to consult some one who understands the heating of buildings.

Go to a heating contractor in whom you have confidence. Ask him to design a plant for the house which you have planned.

FLUE IS IMPORTANT

Tell him that you want the house properly heated by a plant that can be operated economically and conveniently. Give him an approximate idea of what you can afford to pay for your home and trust his judgment in technical details.

Turning the design over to a heating contractor does not relieve the owner from all responsibility. Many a good plant has been spoiled by a poorly constructed or inadequate flue.

Ask your heating contractor what size flue is necessary. Insist on having one of that size and then demand a smoke test before accepting the work of your mason as complete.

The importance of this test as a means of discovering faulty flues cannot be overestimated.

Your heating contractor will advise expenditures for certain items which you may think unnecessary. These items are sometimes neglected in speculative building, resulting in slightly cheaper initial expense, but much greater fuel consumption during the heating season.

For instance, he will advise covering the boiler and all the piping with a heat insulating material. This may seem like a frill to you. Experience has shown, however, that the fuel saved will pay for this item in a few seasons, making it really an excellent investment.

Then there is the automatic temperature regulator. Besides being a great convenience in saving many steps to the cellar and a great comfort in giving you a warm house in which to dress in the morning, the regulator will pay for itself in the fuel saved and at the same time insure an even temperature in the home.

When considering items of this kind, remember that, while unseen, your heating plant is the heart of your home.

Money invested in a good heating plant is money invested in warmth during the winter months, warmth that means comfort and happiness for your family and yourself.

Money invested in a good heating plant is money wisely invested, for it increases the value of your home if you should desire to sell, and pays you excellent interest in fuel saved while you are using the house yourself.

Helps for Home Builders

WINDOW GARDENS

By United Bonded Contractors' Association

THERE is nothing which makes a home more attractive and inviting than well shaped, flower filled window boxes.

They not only lend the needed touch of color but they break up the blankness of the wall and cause the house to blend harmoniously with the landscape, making it look as though it belonged there.

This is the age of harmony and artistic blending in house decorations, so do not overlook the fact that the boxes should match the windows.

For tall, narrow windows which require a decorative note, use a basket box which is made of woven wire and holds a tin container for the soil.

Do not plant long, trailing vines which will overhang the sides, as this will accentuate the tallness and narrowness of the windows.

If a really ornate window box is desired, have one made of wrought iron with scrolls extending from each side and use supporting brackets of scroll design.

It may be painted black and gilded or merely left as it is. This fixture would be permanent.

If the house is to be of stucco, permanent boxes may be constructed while it is being built.

Attach the box securely to the window and have it stucco covered, but be sure to insert tiny pipes in the bottom so that the water may drain properly, otherwise the roots of the flowers would soon decay.

Such a box may be made colorful by facing it with various colored tiles around the top.

A very novel arrangement is a box with two compartments. The front compartment to hold the soil and the back one for water.

Plants with no blossoms, such as vines and foliage, may be placed in front, while brilliantly colored cut flowers may be kept in the back compartment all the year round, or laurel instead of the cut flowers may be used in the winter.

HILL SIGNAL LIGHT

The Eagle Rock police force, which has recently been increased to forty-five and serves surrounding districts, is planning to place a large signal light on the hill back of Occidental College. The light will be of 500-candle power and can be seen for a long distance roundabout.

NEW COUNTRY CLUB

The Del Monte Properties Company announces plans for a country club for the Monterey peninsula with an area of 1600 acres, taking in two miles of the rugged shoreland along the seventeen-mile scenic drive from Moss Beach to Bird Rock and two miles into the Del Monte Forest.

In emphasis of the ...
Angeles has become the ...
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Ad. No. ...
Golf Links Opens
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Appeared in ... Date
L.A. Exam. 11/9/24
Page 6-8

San Pedro Shopping Guide, Wed-Oct 29-1924

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Appeared in San Pedro Shop...
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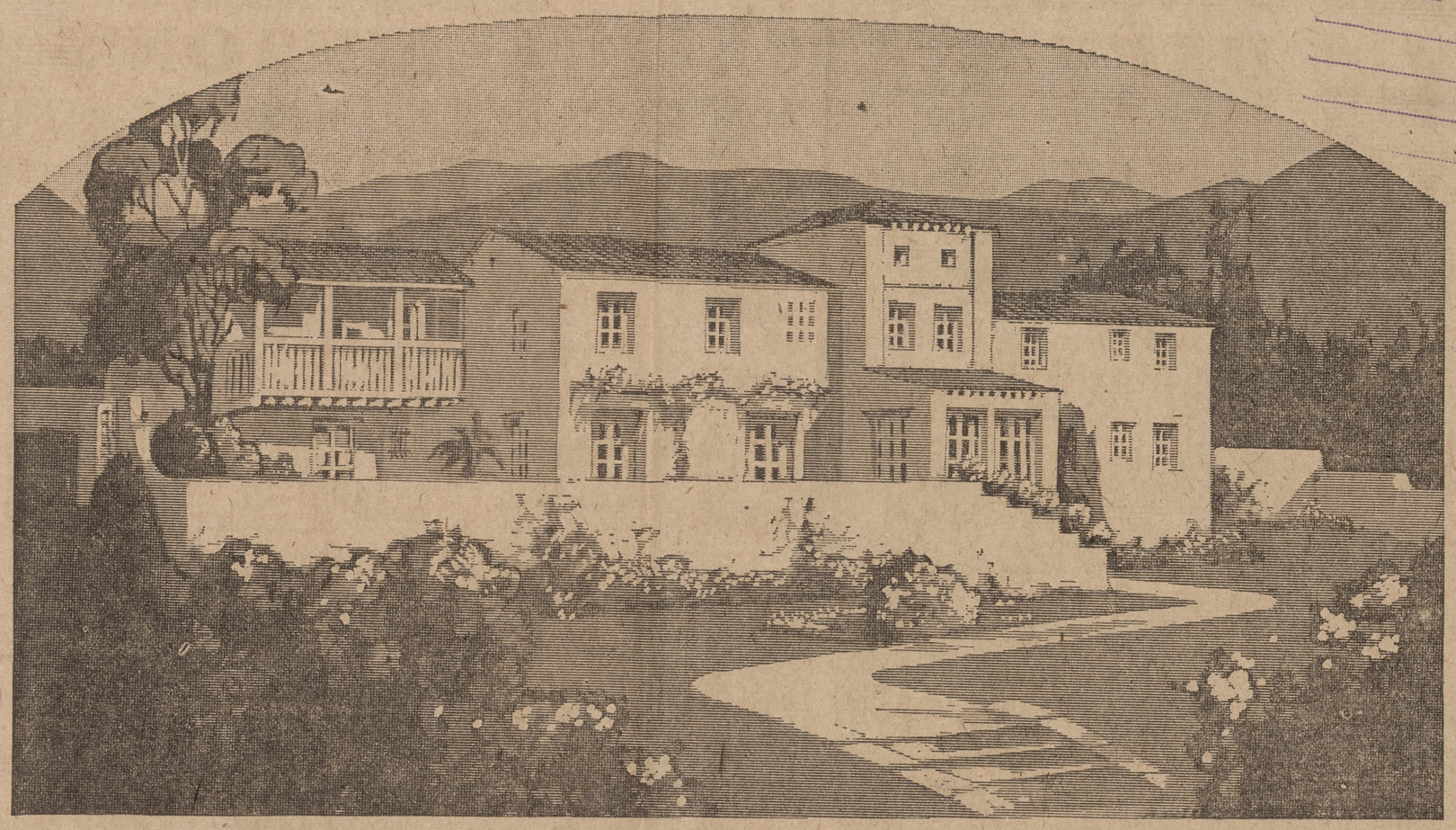


The WEHRMAN *Residence* in MIRALESTE

San Pedro Unit of Palos Verdes—

Harbor District's finest Residential Location

THE WINDOWS of this fine home, now building in Miraleste, will command a view unsurpassed in all Southern California. From the rim of the Santa Monica Mountains, the eye can scan entire Metropolitan Los Angeles, down the coast to Balboa, and, in the foreground, the Port of the fastest-growing City in the world.

This magnificent Homesite has the Hillsides of Palos Verdes for a background, while at its foot lies the Harbor, berthing ships from the Seven Seas. A location which is a masterpiece!

Los Angeles has increased 1100% ocean-wards in the last decade and Miraleste is in the direct pathway of this movement. Homesites here, in a few years, will be beyond the reach of all save the wealthy few. Now is your chance to secure a 'home place' in a locality that will be the desire of thousands in a short while.

Do not wait any longer. Tomorrow, the lot you have in mind may be gone.

Miraleste is the San Pedro Unit of the great Palos Verdes Project, participating in the same huge program of development and sharing all the privileges of the New City.

Miraleste is adjacent to tremendous industrial expansion—overlooking a world's port—a stone's throw away from a huge importing and exporting center, and served by the only 'mountains-to-the-sea' boulevard, Western Avenue, now practically completed.

Miraleste is as safe in its investment possibilities as it is in its location. A Homesite in Miraleste includes membership in the Palos Verdes Golf Club—already admitted the finest layout of its kind in the Southland.

A Miraleste Homesite means ownership of school sites, extensive parks and benefits by the installation of the same superior improvements for which Palos Verdes has been complimented by the National Conference of City Planners. There are now only a few Homesites left, so do not delay any longer. Make your selection and plan your Home now. The Estates Mortgage and Building Company will help you finance building if necessary. Phone the Office for an appointment. Original prices still hold good.

Choice Homesites range from $2000 to $6000 and up

LOS ANGELES IS GROWING TOWARD

Palos Verdes - *the New City*

Mail This Today

(COUPON)

PALOS VERDES ESTATES,
571 Lane Mortgage Bldg.,
Los Angeles.

Send me booklet and full information regarding Palos Verdes—the New City.

Name _____

Address _____

PALOS VERDES
Office near entrance Malaga Cove District

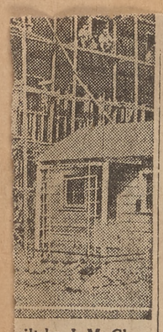
SAN PEDRO

A. M. Ferguson, Sederlund Building

495 Seventh Street

Phone 1012-W

GENERAL SALES OFFICES:
5TH FLOOR LANE MORTGAGE BLDG
5TH AND SPRING STREETS
HENRY CLARKE, Director of Sales
BANK OF AMERICA, Trustee
Telephone VAndike 2481



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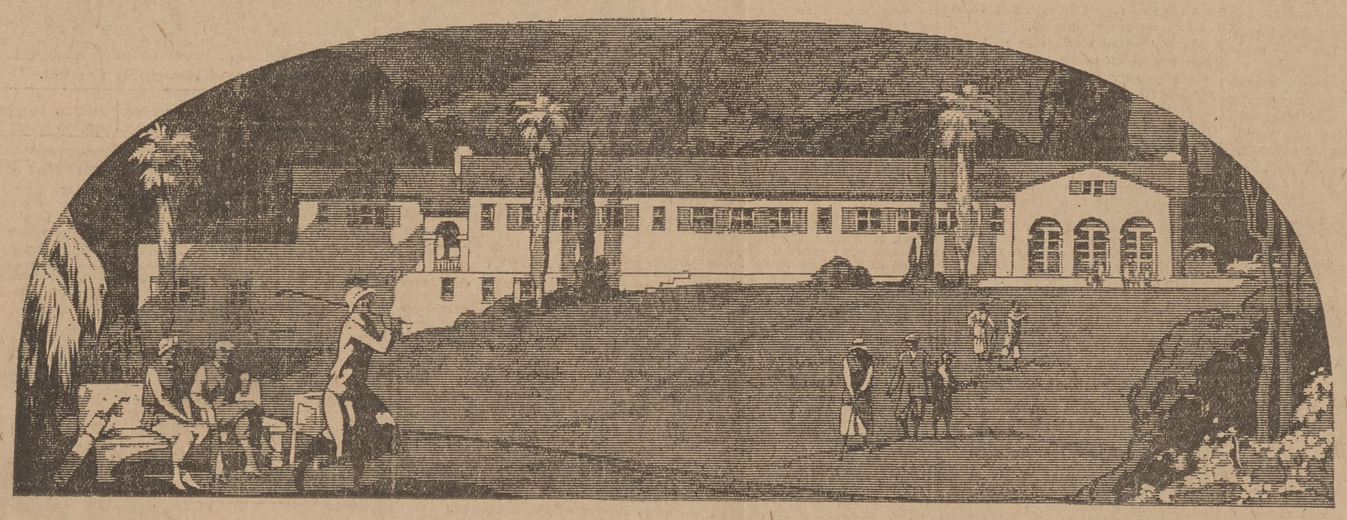
tory of 100 square miles, which will be opened up through the construction of the new highways planned ... east side terri- ... are being stripped from the concrete on the approach from the Ninth street side and work is being rushed so rapidly that the viaduct will be completed and in ... the construction of each new industrial plant in that territory, is in my opinion going to be much more rapid than has been thought possible in the past.

"Those who have not visited the ... dwelling structures.

"All this means that we must keep going on highway and street building on the east side. As population grows in this area traffic will become heavier and must be taken ... in having had the foresight in Los Angeles to make an early start in this work, but so rapidly is the industrial area building up that the start was not made any too soon.

"Most of the communities in the east side area have realized the ... It requires only a continuation of our effort, in aiding the industrial builders of Los Angeles, to make this great east side in fact one of the most important manufacturing districts in America, as our overwhelmingly favorable conditions for manufacturing have made it so potentially."



PALOS VERDES

Golf Links Opens Next Saturday

18-hole all-grass Seaside Course now ready for play

Green No. 5. View of fairway from green to tee, 470 yards, with the ocean in the background.

Golf Architect 'Billy' Bell says "that Palos Verdes will be a severe test for a scratch player, for natural hazards eliminate the necessity for artificial bunkers or traps. A natural course with a wonderful ocean view." Mr. Bell was instrumental in the development of the following clubs: Pasadena, Mountain Meadows, Pomona, Rancho, L. A. Country Club, Ojai, and other well known Courses.

NEXT Saturday will see the opening of the finest seaside Golf Course in California. Palos Verdes is the only all-grass links on the Coast between Del Monte and San Diego.

The opening ceremony will feature an Invitation Tournament at which several local celebrities will appear to place their approval on a course which has already been pronounced the finest of its kind on the Pacific Coast.

Palos Verdes Golf Club is not only a new course for golfers, but it stands as an epic in the history of community development, because its membership is included in the purchase of a Homesite in the New City.

If you own a Homesite *in Palos Verdes* you automatically own also a membership in the Golf Club. Think what this means to the average golfer when initiation fees of many clubs of similar standing are at a figure sufficient to buy a Palos Verdes Homesite outright!

In the New City your Golf Membership will be part of your land title—the Club House will be community property and you will share in privileges that elsewhere are becoming very expensive. Palos Verdes, in 18 short months, in its improvements, has accomplished what has taken other communities years to do.

The construction of the Palos Verdes Golf Links, the erection of the Club House, the installation of now over Two and a Quarter Million Dollars worth of improvements is a masterpiece of city planning—and you are offered a share in all these things.

Act now, today. Tomorrow may be too late. Homesites at original prices are still available. Six months hence when the Golf Club is the scene of international matches the choice will be very limited. Drive down before next Saturday, phone the office for an appointment, and make your selection—NOW.

Looking down fairway from tee to 14th green.

'Scotty' Chisholm, the noted Golf critic says: "Palos Verdes is the most beautiful links on the Western Coast with magnificent greens and fairways. It is the only course having all eighteen holes sown to South German bent grass, the greatest of all grasses for a Golf Course."

BEST ROAD—Drive to Redondo—follow Esplanade to end—direct road leads up through Palos Verdes.

Original prices are still $2000 to $6000 and up

If you are among those receiving Guest Cards to the opening Tournament, do not fail to visit the links on Saturday or Sunday next. November 15th and 16th.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARK, *Director of Sales*, BANK OF AMERICA, *Trustee.* *Phone* VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., *Phone 636-476* ❧ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone 5005* ❧ TORRANCE—Gilbert, Hansen & Page, *Phone 166* ❧ PALOS VERDES—Office near entrance Malaga Cove District ❧ POMONA—Tolton Company, 285 N. Garey St. ❧ SAN PEDRO—A. M. Ferguson, 495 7th St., *Phone 1012-W*

Mail This Coupon Today

PALOS VERDES ESTATES
568 Lane Mortgage Bldg., Los Angeles
Send me booklet, map and full information regarding Palos Verdes—the New City.

Name _____

Address _____

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San Pedro Shopping Guide, Oct 29-1925
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Month-End Features at

MALLINSON'S

New Sport Skirts Underpriced $4.98

Just the skirts for Fall wear, in plain and plaid wools, in all the swagger styles so popular now.

Special Values in Infants' Items

Diapers, all made, dozen ---------- $2.48

Sacques and Sweaters, all-wool embroidered -- 98c to $3.98

Babies' Booties ---------- 39c

Silk Quilts—Embroidered in pink and blue ---------- $3.98

Hand-embroidered Dresses ---------- 98c

Babies, Nighties ---------- 79c

Rubber Pants ---------- 29c

TABLE OF INFANTS' WEAR---- 98c

Daily Knockout

Large Face Towels

In red and blue borders, yard long, 18-inch width -- Limit 6 to a customer **15c**

GINGHAM—Plain and fancy patterns, exceptional value ---------- 19c

MAMA DOLLS—Large size, very special value ---------- $1.29

150 ANNETTE U'SUITS for women ---------- 98c

SILK HOSE—In black and colors ---------- 69c

Amoskeag Gingham

House Dresses

All sizes, many colors and styles, specialized at --- 98c

Basement Bedding Reduced

Cotton Batts, full quilt size --- 79c

Mixed Wool Blankets—Reg. double size, beautiful plaid designs ------ $4.98

Quilts, full double-bed size $2.98

Pillows, large size, feather-proof ticking ------ $1.48

MALLINSONS
DEPARTMENT STORE
Formerly JOHNSTON'S

AGENCY FOR BUTTERICK PATTERNS

Ask for S. & H. Stamps — *281 Sixth Street*

IS YOUR DAY!

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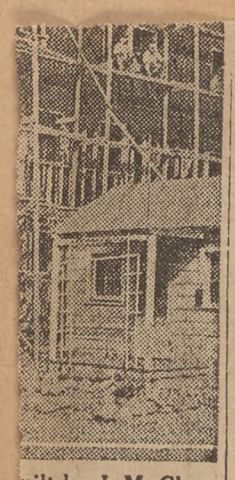
Non Partisan and Progressive



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By Henry
Secretary Heating and Piping Contractors' National Association

THE prospective home-owner has a bewildering amount of detail to consider. He expects to build but once, so is impressed with the fact that he must attend to these details himself.

Much of it is a matter of balancing taste and pocketbook. He can look at the various types of material offered and decide which is most pleasing to his eye for the amount he can afford to spend.

When he reaches the heating plant he finds that the choice is somewhat more complicated. A variety of apparatus is offered him.

A mass of technical details are brought to his notice which means little or nothing to him and tends only to confuse the issue.

Through a long acquaintance with the industry of heating homes I presume to offer him some advice. I'm going to tell him briefly what I would expect of a heating plant and how I would go about getting it.

AS TO COSTS

First of all, one expects a heating plant to produce something unseen in the living quarters of his home—warmth—enough for the cold weather, not too much on milder days.

To be really worth while the plant must do this without consuming too much fuel or requiring too much attention.

A millionaire cannot get more from his heating plant even though he insist on having gold plated radiators to adorn his living quarters. The humblest home can have it at a reasonable price with a properly designed system.

The first step in obtaining such a system is to consult some one who understands the heating of buildings.

Go to a heating contractor in whom you have confidence. Ask him to design a plant for the house which you have planned.

FLUE IS IMPORTANT

Tell him that you want the house properly heated by a plant that can be operated economically and conveniently. Give him an approximate idea of what you can afford to pay for your home and trust his judgment in technical details.

Turning the design over to a heating contractor does not relieve the owner from all responsibility. Many a good plant has been spoiled by a poorly constructed or inadequate flue.

Ask your heating contractor what size flue is necessary. Insist on having one of that size and then demand a smoke test before accepting the work of your mason as complete.

The importance of this test as a means of discovering faulty flues cannot be overestimated.

Your heating contractor will advise expenditures for certain items which you may think unnecessary. These items are sometimes neglected in speculative building, resulting in slightly cheaper initial expense, but much greater fuel consumption during the heating season.

For instance, he will advise covering the boiler and all the piping with a heat insulating material. This may seem like a frill to you. Experience has shown, however, that the fuel saved will pay for this item in a few seasons, making it really an excellent investment.

Then there is the automatic temperature regulator. Besides being a great convenience in saving many steps to the cellar and a great comfort in giving you a warm house in which to dress in the morning, the regulator will pay for itself in the fuel saved and at the same time insure an even temperature in the home.

When considering items of this kind, remember that, while unseen, your heating plant is the heart of your home.

Money invested in a good heating plant is money invested in warmth during the winter months, warmth that means comfort and happiness for your family and yourself.

Money invested in a good heating plant is money wisely invested, for it increases the value of your home if you should desire to sell, and pays you excellent interest in fuel saved while you are using the house yourself.

Helps for Home Builders

WINDOW GARDENS

By United Bonded Contractors' Association

THERE is nothing which makes a home more attractive and inviting than well shaped, flower filled window boxes.

They not only lend the needed touch of color but they break up the blankness of the wall and cause the house to blend harmoniously with the landscape, making it look as though it belonged there.

This is the age of harmony and artistic blending in house decorations, so do not overlook the fact that the boxes should match the windows.

For tall, narrow windows which require a decorative note, use a basket box which is made of woven wire and holds a tin container for the soil.

Do not plant long, trailing vines which will overhang the sides, as this will accentuate the tallness and narrowness of the windows.

If a really ornate window box is desired, have one made of wrought iron with scrolls extending from each side and use supporting brackets of scroll design.

It may be painted black and gilded or merely left as it is. This fixture would be permanent.

If the house is to be of stucco, permanent boxes may be constructed while it is being built.

Attach the box securely to the window and have it stucco covered, but be sure to insert tiny pipes in the bottom so that the water may drain properly, otherwise the roots of the flowers would soon decay.

Such a box may be made colorful by facing it with various colored tiles around the top.

A very novel arrangement is a box with two compartments. The front compartment to hold the soil and the back one for water.

Plants with no blossoms, such as vines and foliage, may be placed in front, while brilliantly colored cut flowers may be kept in the back compartment all the year round, or laurel instead of the cut flowers may be used in the winter.

HILL SIGNAL LIGHT

The Eagle Rock police force, which has recently been increased to forty-five and serves surrounding districts, is planning to place a large signal light on the hill back of Occidental College. The light will be of 500-candle power and can be seen for a long distance roundabout.

NEW COUNTRY CLUB

The Del Monte Properties Company announces plans for a country club for the Monterey peninsula with an area of 1600 acres, taking in two miles of the rugged shore land along the seventeen-mile scenic drive from Moss Beach to Bird Rock and two miles into the Del Monte Forest.

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L. A. Exam.
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11/9/24
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Ad No.

Where Will Your Home Be

Title

Date

Appeared in

L.A. Exam Sun 11/2/24

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for every motor vehicle in the United States.

Illinois is planning to raise a fund of $100,000,000 to [illegible] to it[illegible] sta[illegible] ifo[illegible] mo[illegible]

City Writes of High Class of Buildings to Be Found Here

That Los Angeles has taken a leading place in the construction of apartment buildings of the higher class is the opinion expressed by Herman Fleming, eminent consulting and mechanical engineer of Kansas City, Mo., who has just completed a tour of all leading cities during which he made a study of the apartment house question.

The views of Mr. Fleming on the Los Angeles situation were contained in a letter sent to friends here.

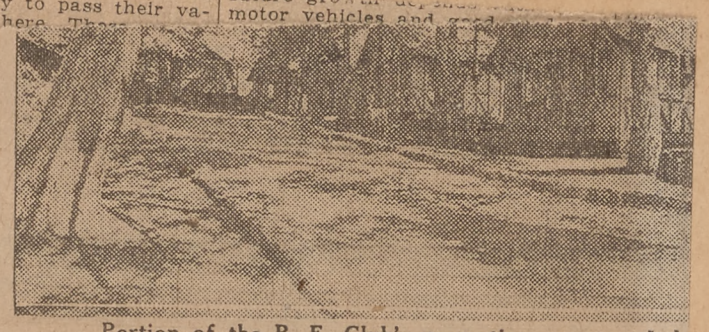
In this communication the engineer states that the Gaylord Apartments at Wilshire boulevard and Kenmore street, opposite the Ambassador Hotel, stand as a tribute to those who had to do with the engineering construction and detail finish.

"This building is one of the finest I have ever seen," he writes. "I was particularly interested in the Gaylord Apartments because I had heard so much about this building and the efforts being put forth to give it a distinctive atmosphere and to create here the last word in apartment house construction.

"What I found surpassed any idea I had gained from reports as to the complete manner in which the plans of those directing the enterprise had been carried out."

Mr. Fleming is regarded as one of the foremost authorities in the country on apartment house construction, having made a close study of the progress that is being made in all of the large cities of the United States.

who come from all parts of the country annually to pass their vacation periods here. [illegible] future growth depends [illegible] motor vehicles and good



Portion of the P. E. Club's recreation camp at Lak

During the past summer season the Pacific Electric employees who have visited the P. E. Recreation Camp at Lake Arrowhead have been agreeably surprised by the addition of ten new cottages to the camp eqpipment, it is said.

These cottages are all of the same style of architecture and have two rooms and dining nook. This addition gives the P. E. club one of the finest equipped recreation c the entire West.

The construction of th tages was awarded to t made Building Company, 2 Fe avenue, one of the larg building organizations in t having factories at Los An Portland and a sales office land.

The redicut system of c tion was decided upon a

Questions of Home-Buildi

(Conducted by the Builders' Exchange of Los Angeles.)

SURVEYING LOT

Q.—Do I need to have my lot surveyed before starting to build?

A.—Under ordinary circumstances, yes. It is not always essential that your lot be surveyed if it is located in a new subdivision or tract that has recently been placed on the market, and the original survey stakes are still to be found. If, however, the original survey stakes cannot be located the safe thing to do is to survey your lot, making sure that your building is placed on your own property instead of that of the adjoining lot.

A few dollars spent in this sometimes saves several dollars.

* * *

BUILDING PERMI

Q.—Is it necessary to ha mit to build?

A.—If your building is w corporate city limits of geles, or some other munic is necessary to take out a permit from the building i office of your city.

If your building is in th and outside of any munic is not necessary to have a permit.

The permit must be arr and taken out prior to the of construction work.

On certain types of repai is not necessary to have providing your improve not exceed $100.

* * *

RELIABLE CONTRA

Q.—How can I know tha tractor is responsible, and leave bills for me to pay?

A.—Investigate a co reputation and financial thoroughly before signing tract. You can get this tion from the Builders' your bank, your lawyer or class building material de

The law provides that demand from your cont bond to protect yourself i any doubt in your mind responsibility. If there is about your contractor as him have him furnish yo ceipted bills showing a your job from every buil terial dealer, also subco and from the dealers wh subcontractors material.

* * *

PLACING INSURAN

Q.—When should I pla ance on my building?

A.—You should insu building against fire du construction period. This should be placed on your as soon as the insurance c will write the policy after have been delivered to the and construction work sta contractors sometimes pa tion of this insurance cov of the construction perio that they may participa policy should a fire occu stroy the building prior t pletion.

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ROOF MATERIA

Q.—Is a composition ro isfactory as other types of

A—This depends largely type of building. If your what is commonly term roof, composition roofin eminently satisfactory.

If the roof, however, sloping or gable type othe roofing can be used that orative and satisfactory.

From a fire resistance the metal roof such as co comes first, next the c roof and lastly the shingle these types of roofing ma and all serve a definite

HAMMOND
COMPOSITION
ROOFS

Will protect your home against damage before the rains begin.

The Time to Inspect Is Now!

Phone HUmbolt 1591—Station 33 or 101

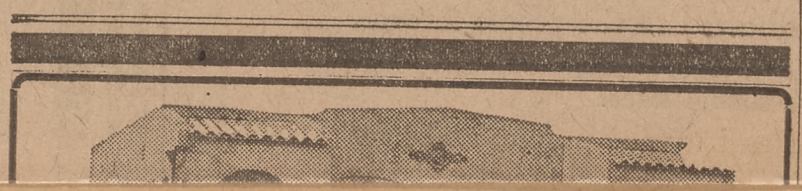
At your request an expert roofer will inspect your roof, **at no cost to you,** and recommend the most economical repairs if any are necessary.

Our composition roofing department is completely equipped to repair or apply new roofs.

Our Work Is Guaranteed—

HAMMOND LUMBER CO.

2010 So. Alameda



Scrap Book

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Ad. No.

Golf by the Sea

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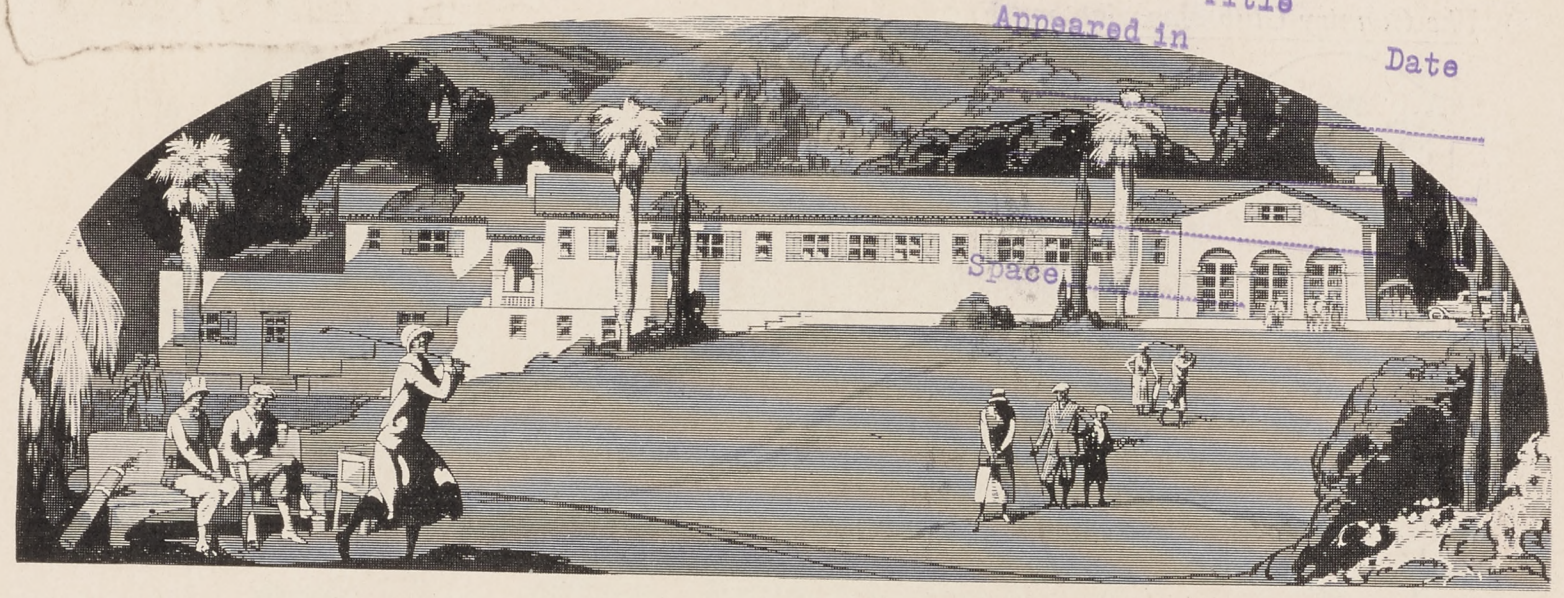

Golf—by the Sea!

A Palos Verdes Homesite secures a Membership in the only all grass, seaside links in the Los Angeles Vicinity

PALOS VERDES GOLF CLUB membership will be limited to landowners in the New City, an extra inheritance which comes with Homesite ownership. Unique in location, inasmuch as it is the only all-grass course on the coast line between Del Monte and San Diego.

From the beautiful Club House, now under way and situated on a wide sheltered mesa, you can look out across the Bay District to the Santa Monica mountains, or southward to Long Beach, while from 14 holes out of the 18 you will have a clear view of the Pacific, almost at your feet. Full championship length, over natural rolling land, with wide fairways and bent grass greens, it is the most distinctive and interesting spot for the golfer in all the West.

Golf Architect William P. Bell, its designer, says that Palos Verdes will call for the best the par player has and yet by no means be beyond the powers of the average golfer. Free from fog and extremes of heat and cold, it will be a year 'round course.

Homesites overlooking or in close proximity to Palos Verdes Golf Links are still available at original prices—$2000 to $6000 and up.

By the end of this year alone the New City will have installed over Two and a Quarter Million Dollars' worth of improvements—miles of good streets, an abundant natural water system (six million gallons daily), gas and electricity. Sites for business plazas, schools, parks, playgrounds, hillside trails, bridle paths, etc., are all part of the general improvement program.

And remember, all these exclusive features as well as your Membership in the Golf Club, are included in the price of your Homesite.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., *EIGHTH* AND SPRING STS.
HENRY CLARKE, *Director of Sales* LOS ANGELES BANK OF AMERICA, *Trustee*

PALOS VERDES

The New City

Where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor LANE MORTGAGE BLDG., 8th & Springs Sts.
HENRY CLARKE, *Director of Sales;* BANK OF AMERICA, *Trustee.* Phone VAndike 2481

for every motor vehicle in the United States.

Illinois is planning to raise a fund of $100,000,000 to be devoted to its highway system, and other states are following this lead. California pioneered the good roads movement, and if it is to maintain

who come from all parts of the country annually to pass their vacation periods here. These casual visitors pay their way in cash and a fair percentage of them become permanent residents of our State.

"Hence the use of our roads by visitors should not be looked upon

motor vehicles and good roads for them to be operated on.

"Our interurban life is heavily dependent on good roads. The fact that the city of Los Angeles has a $50,000,000 street program under way indicates the importance of

is what has happened. Los Angeles County alone has as many motor cars in use as there are in all of France, the country credited with introducing automotive vehicles.

"Nowhere in the Nation is there greater need of good roads than

on motor vehicles. [illegible] wear out of cars; lead in the number of automobile camps; are the Southern terminus of the world's longest paved motoring road, the Pacific Coast highway; have a maximum of satisfaction for out-

people fully realize the situation as it exists there will be no hesitancy in providing ample funds to continue highway development that has added so greatly to the fame and prosperity of our State."

Ad. No.

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"On a Hillside, looking down
Over Valley, over Town,
O' er Ocean blue, and Mountains, too,
'Neath Skies of ever changing hue
Here is my Home!"

—Anon.

Where will your home be?

ONE of California's chief attractions is its Coast line. The Pacific Coast is the magnet which draws both population and commerce. California without its beaches would not be the California towards which the eyes of the world are now turned.

Los Angeles would never have risen to be the second largest port and the fifth city of the United States had she no coast line. The mileage of shore line contiguous to Los Angeles is little enough, and it is rapidly becoming very valuable.

All the shore line—which is desirable for residential development—between Santa Monica and Redondo has already been appropriated, so has that portion lying between the Harbor and Balboa. One section only remains—Palos Verdes—a strategic location—with its 4½ miles of seashore, rising in [illegible]rraced hillslopes—the fairest strip of all.

Of the entire Los Angeles coast line Palos Verdes is the one piece which is absolutely restricted as a residential city. Free forever from business or commercial encroachment, free from congestion, a beach dedicated to the people forever. It has its own Golf Links (the only seaside course between Del Monte and San Diego), free to residents, 457 acres of parks and free school sites.

Palos Verdes is a City planned in advance, financed by the public, and now building on the most desirable location in Southern California. Planned to be as architecturally beautiful as experts can devise, and planned to meet the needs of people in every walk of life who appreciate artistic development and ideal living conditions —people to whom location and environment mean more than mere commercial expansion.

Is your Home going to be in a congested metropolitan area, or, in the restricted residential Seaside City—Palos Verdes?

Come down and make a selection today—at original prices—$2000 to $6000 and up.

New Maps Are *Ready!*

Fill in Coupon below and get a free copy of the New Palos Verdes Map, in seven colors showing development and position of the New City in relation to the Los Angeles Metropolitan area.

BEST ROAD TO PALOS VERDES ESTATES: From Los Angeles drive to Redondo. Follow Redondo Esplanade to end. Turn inland, one block. Then take new road leading off to south into Palos Verdes Estates. You will enjoy the trip and the view.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARKE, *Director of Sales,* BANK OF AMERICA, *Trustee.* *Phone* VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., *Phone 636-476* ❧ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone 5005* ❧ TORRANCE—Gilbert, Hansen & Page, *Phone 166* ❧ PALOS VERDES—Office near entrance Malaga Cove District ❧ POMONA—Tolton Company, 285 N. Garey St. ❧ SAN PEDRO—A. M. Ferguson, 495 7th St., *Phone 1012-W*

Mail This Coupon Today

PALOS VERDES ESTATES
568 Lane Mortgage Bldg., Los Angeles
Send me booklet, map and full information regarding Palos Verdes—the New City.

Name _____

Address _____

Ad. No.

Where Will Your Home Be

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Appeared in Date

L.A. Exam Sun 11/2/24

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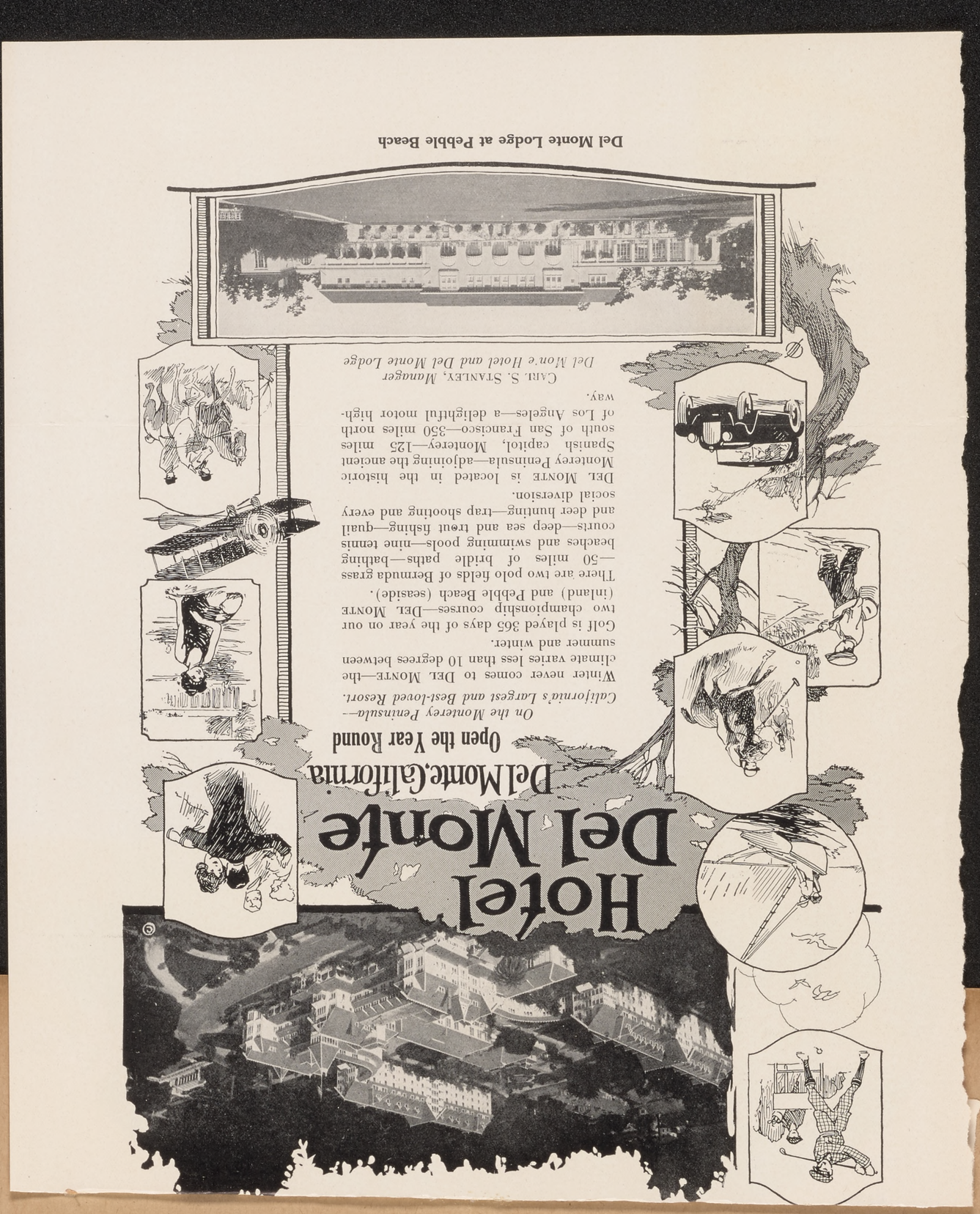

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Golf - by the Sea
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Country Club Mag. & Pac. Golf Nov. 1924
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Nov. 1924

Announcing!

the opening of the PALOS VERDES GOLF LINKS on Saturday, November 15. Every Homesite owner in the New City automatically becomes a member. On this date also the fine CLUB HOUSE, erected by the Project, will be formally dedicated to the use of all Palos Verdes Residents.

To live in Palos Verdes is to share in recreation facilities unequaled anywhere in the history of community development.

PALOS VERDES
The New City

Where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor LANE MORTGAGE BLDG., 8th & Springs Sts.
HENRY CLARKE, *Director of Sales;* BANK OF AMERICA, *Trustee.* Phone VAndike 2481

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Ad. No.

Inspiration
Title

Appeared in Date
Los Angeles School Journal. Nov. 3 1924

Space Double Page

and a new freedom. Given four hours a week, how can they be filled to greatest advantage for fullest living and loyal citizenship?

Two outstanding factors in which the Part-Time High School differs are (1) the absence of text books, (2) the absence of a formal curriculum. These conditions permit that elasticity so essential to meet this complex problem. The elimination of the training for an examination or a higher grade gives the instructor one broad, all-inclusive goal—*training for life*. She is given almost unlimited freedom in selection, but this places upon her a tremendous responsibility. Groups of students having similar interests are formed, but the individual needs are brought to the foreground as much as possible. This extends the field.

How does this affect the functioning of the Part-Time library? Most materially. The absence of text books and a course of study makes the library indispensable to every instructor. No Part-Time instructor is a specialist in the usual sense of the word. In another sense, she finds herself in a distinct class, as it requires certain qualifications. The State law prescribes that every instructor teach Citizenship and Health. The entire library becomes her source for subjects of vital interest. Bound by no special interest, she has the entire history of human experience at her disposal. She keeps herself informed on questions of business, occupations, science, politics and economics—in fact, every phase of human interest. The library furnishes her the records of life past and present for interpretation to improve daily performance. Such an instructor is the most effective means to inspire the youth to broaden his outlook.

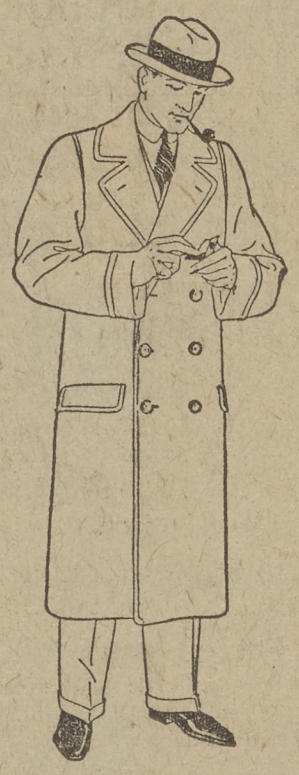
The student presents an interesting problem. On the whole, he is more serious minded and assumes greater responsibilities. Fiction has a rival in books concerning occupations, business practices, science, mechanics, homemaking, art, etc. His contact with the business world opens these avenues for reading and study. The library supplies him with the latest materials. The youth who has found himself and his work is guided to delve deeper into his chosen field. The undecided youth is surrounded with books and magazines furnishing suggestions and helps which enable him to choose intelligently and wisely.

The ambition of the Part-Time instructor is to create centers of interest in the life of the individual student. The primary function of this library is to expose the student to any number of interests rather than to glean certain definite facts. The new room, where students are always welcome, has a seating capacity of fifty. Groups come to the library to be introduced to the system and its special features. Frequently, they are seen "browsing" around, becoming acquainted with its materials. Again, each student chooses a subject of special interest to himself. He reads and outlines in the library and reports his findings to the group or records it for his own future use. How to help the student to help himself is the motto of this library. Much of the success of the functioning of the library is due to the attitude of the librarian, who is an integral part of the faculty, and imbued with the same spirit as the group instructor.

The policy of Part-Time is alive and energetic. Materials are essentially up-to-date and of vital interest. Dead timber is not permitted to

J. W. Robinson Co.

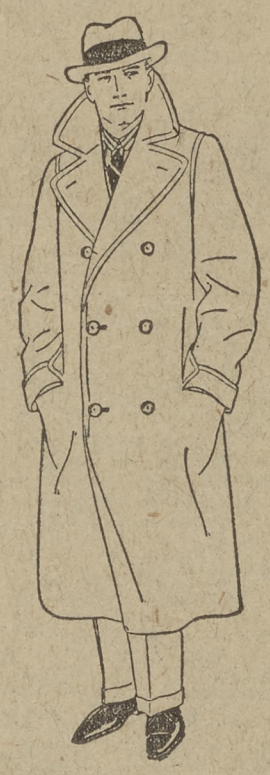
Men's Overcoats
$49.50



These are real overcoats. They are made of fabrics that men will recognize as good. (Some of the materials are imported.) They are good to look at and good to wear. Any man who is a good judge of values will buy quickly.

Double breasted with convertible collars, ½ belts, in velour, Scotch fleece, tweels, cheviots, and all sizes.

$49.50 Friday



Terry Robes Worth More Priced at $12.45

The fact that these fine Terry Robes bear this price means nothing more than that they are underpriced.

For the colorings, quality and details of finishing indicate unusual value. For a Christmas gift what could be more acceptable?

With corded edge, shawl collars and girdles in solid or combinations of colors. $12.45.

First Floor

SHRINERS LAY CORNERSTONE SATURDAY

Al Malaikah Shrine's New Building to Be Greatest of Kind in World

Ceremonies for the laying of the cornerstone Saturday afternoon of the new $2,000,000 Al Malaikah Shrine temple at Jefferson and Royal streets will be an eventful achievement in the history of Shrinedom, making Los Angeles the home of the greatest Shrine temple in the United States. The structure contains a theater with a seating capacity of 7000, larger than any similar modern structure in the world, it is claimed.

Every spectator will command a free and unobstructed view of the stage. The balcony will have no supporting columns, but will be of cantilever construction with a span of 192 feet, and the stage will be 100 feet wide and 70 feet deep and can be arranged to seat 2000 persons.

ARCHITECTS FAMOUS

John C. Ausitn and A. M. Edelman were the architects and G. Albert Landsburgh, collaborating architect in designing the building. These men have outstanding reputations as architects and structural and acoustical engineers.

In addition to the theater the temple will have a banquet hall of 110,000 square feet of open floor space. Entrance to this hall is provided by means of a ramp instead of stairway.

Potentate Louis M. Cole and Recorder George A. Fitch of Al Malaikah temple, emphasized today that the structure will not only serve every purpose of the Shrine, but will afford Los Angeles a building suitable for public functions regardless of their magnitude. The theater will be available for grand opera, exhibitions, shows, conventions and other meetings and performances.

TO ATTRACT CONVENTIONS

They pointed out also that it is obvious that a greater interest will be stimulated throughout the country in attracting more national conventions to Los Angeles after the completion of the building.

Among the notables to be here for the cornerstone laying ceremonies are Imperial Potentate, Illustrious Noble James E. Chandler and his suite of the Ancient Arabic Order Nobles of the Mystic Shrine. During his visit here Imperial Potentate Chandler will discuss with Motley H. Flint, director general of the executive committee, plans for the national 1925 Shrine convention to be held in this city next June.

The Grand Master of Masons of California, Most Worshipful David J. Reese of Ventura, with a trowel

Drink Hanna Opens Next Saturday.

Date Nov. 13-24

MACARONI

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inspiration

HAVE you ever—perhaps on a vacation—got up to see sunrise over the ocean? It is an inspiration.

Nature has given us Palos Verdes as a natural inspiration to homebuilders in Southern California. The location is ideal—on rising ground, terraced from the water's edge to the highest point 1400 feet above. Here homesites command a permanent ocean view. Improvements already in, with those under construction, will total $2,250,000 (exclusive of cost of land) by the close of this year, and will ensure for Palos Verdes an environment second to no other residential city in the United States.

Imagine the outlook—the emerald-blue carpet of the Pacific, merging into the purple distance of a western sky—the soft-shaded crest of the mountains gently sloping to the sea. The busy beach cities below, and around your feet—as flowers in a garden—the lovely homes in Palos Verdes.

Inspiration is the greatest material gift to mankind. Palos Verdes offers this to an unusual degree and because of this over 3000 people have chosen the New City as their permanent home.

Many desirable locations are still available at original prices, ranging from $2000 to $6000 and up.

PALOS VERDES
The New City

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., *EIGHTH* AND SPRING STS.
HENRY CLARKE, *Director of Sales* LOS ANGELES BANK OF AMERICA, *Trustee*

BOXING GOLF FOOTBALL DIAMOND

FIRPO THROUGH AS FIGHTER, ASSERTS CRITIC

WEINERT IS EASY WINNER OVER 'DEAD PAN' LOUIE

South American Heavyweight Fails to Impress Fans in 12-Round Battle

By DAVIS J. WALSH
International News Service Sports Editor

NEW YORK, Nov. 13.—"What Firpo needs," quoth a critic today, "is plenty of road work—miles and miles of it."

After watching the gentleman in question flounder through 12 rounds with Charley Weinert in Newark last night, the writer lends his hearty commendation to this suggestion, provided the following condition is accepted:

Firpo must do all his road work in one direction, to wit, due south, with Buenos Aires as his immediate objective.

He is all over and done within these parts, through as a show man, through as a drawing card, through as a fighter. His speed is gone, so is his punch.

ONLY $12,000

There is not the slightest reason for him to dally longer here. He drew only $12,000 at the box office and a beating in almost every round for his efforts last night. Weinert, trained for once in his life, simply stabbed the senor's face into human hamburger.

Luis, meantime, essayed ludicrous attempts at boxing and foot work while the fat about his abdomen jellied and shook and shivered. These rolls of flesh are a permanent institution. Firpo weighed 222 pounds, nearly his normal ringside poundage. He had taken off everything that was due to come.

Ringside critics varied in awarding Weinert from nine rounds to the entire 12, but this seemed to the writer to be dabbling in morbid details. The exhibition itself was bad enough without parading its postmortems. Suffice it to say that if Firpo won any one of the 12 rounds he skillfully concealed the fact from the general public.

This is the same man who ventured within a punch of winning the heavyweight championship from Jack Dempsey hardly more than a year ago. He, perforce, is not the same fighter. He merely has the same name and position of the eyebrows.

NOT SO GOOD

His successive exhibitions against Wills and Weinert have led to the supposition that Dempsey was either a very charitable or a very stupid young man on the memorable night of Sept. 14, 1923.

Dempsey slugged with the senor. No one does that nowadays. They simply step around his anchored hulk and slap him silly. They might even go so far as to slug with him, if they cared to do so. Seemingly that famed right hand of his is no more.

That might be taken as accounting for the fact that Firpo loses now where once he knocked them out, and in one sense, it does. In another it does nothing of the kind.

When Firpo was beating Brennan, Willard and others, he had the winning complex. He was a tough citizen with a heavy punch and he thought he was invincible. He knows now that he is not and with that knowledge, 50 per cent of his morale, his will to win, has gone out of him.

Sailors of Pacific Fleet to Feature Wilmington Bouts

Seven of the best boxers among the sailors of the Pacific fleet will meet as many civilians in the bouts at the Wilmington club Wednesday night. Sailor Ritchie King, featherweight champion of the navy, will meet Dandy Dillon in the main event. Sailor Akol, the best flyweight in the navy, meets Ernie Hood in the semi-windup.

Other bouts scheduled are: Sailor Mills vs. Kid Bonni, 128 pounds; Sailor Siegel vs. Earl Grigsby, 124 pounds; Sailor Davis vs. Teddy Steadman, 155 pounds; Sailor Cahoon vs. Eddie Brown, 150 pounds; Sailor Near vs. Roy Moore, 145 pounds.

The card is one of the most attractive yet arranged for the Wilmington club.

RAPID-FIRE CUE PLAY CONTINUED

The rapid fire three-cushion billiard tournament in progress at Chick Wright's will be continued tonight.

Playing in the city championship tournament last night W. W. Lane beat M. H. Huested 25 to 23 and Don Fitzgerald lost to C. C. Thompson. The score was 25 to 24. Thompson had a high run of 7.

61 THOROUGHBREDS COMING FOR RACES

SAN DIEGO, Nov. 13.—A special train of express cars carrying 61 thoroughbreds will arrive at the Tia Juana race track Friday, it was announced today by General Manager J. P. Atkin.

BAMBINO AS BOXING CRITIC SAYS HOPPE WILL BEAT CARTER

Babe Ruth and his protege, Dick Hoppe, who will box Tommy Carter for Coast lightweight title at Hollywood tomorrow night.

By BABE RUTH
Copyright, 1924, by the Christy Walsh Syndicate

I see my newspaper rivals got a little scoop on me. I was going to get out a story about trying my hand as a fight manager but while I was doping out a real classy story the other boys came through with a "flash," as they call it.

Anyway, this will confirm the announcement that I may take a fling in the boxing game. That is, if this little fellow Dick Hoppe wins his match at the Hollywood American Legion on Friday night with Tommy Carter, Pacific Coast lightweight champion. Hoppe is a mighty classy boxer and one of the best I have seen in the 135 pound class.

A word of explanation for the benefit of Col. Jacob Ruppert, my baseball boss in New York, and baseball fans generally. Tying up with Dick Hoppe does not mean I am going to give up my various other duties such as hitting home-runs, writing baseball stories or hauling logs on my farm in Massachusetts. Fact, I wouldn't have time to handle Hoppe like Doc Kearns handles Jack Dempsey.

But I am sending a telegram today to Tex Rickard in New York regarding Hoppe. If Dick wins the Coast title Friday night, I will see that he comes east where he will have the attention of the best instructors and a chance to reach the top rung of the boxing ladder. Of course, if Dick "strikes out" Friday night, like the best of us do in all sports, then my managerial plans will curl up for a while.

But I think Hoppe will do the trick. I love boxing and at one time nearly joined the cauliflower brigade myself. After a few friendly rounds with my friend Jack Dempsey I am glad I stuck to punching baseballs. I see all the good matches possible. The night of the big Firpo fight, Dempsey nearly tumbled in my lap and I almost died of fear the champ was gone. I hold a referee's certificate from the Boxing Commission of New Jersey and often officiate. Just last Friday night at Hollywood Dan Tobey got me into the ring and made me referee a four-round bout. And speaking of Dan, there's one of the best announcers I ever heard in any line of sport.

Hoppe has a tough boy to handle in Tommy Carter. The way Tommy beat Adams was terrible. Dick Hoppe was sitting in my box all through the show and when I asked him about Carter all he said was, "I'll beat him, Babe."

At any rate, I have faith in the little kid I am backing—any American boy who can stand 86 days in the trenches, can take all the punishment in Hollywood and come home a winner—that's Dick Hoppe's record in the war and that's why he's such a game little boy in the ring.

PADDOCK TO ATTEND MEET

NEW YORK, Nov. 13.—After a flying visit to this city Charley Paddock, still recognized as the world's champion sprinter in spite of his defeats at the Olympic games, departed on a late train last night for Pittsburg, where he will begin a lecture tour today. Paddock was elected a delegate to the national convention of the A. A. U., at Atlantic City next week, representing the southern Pacific association. He will endeavor to persuade the convention to award its annual outdoor championships to Pasadena.

Paddock visited the local A. A. U. headquarters in company with Loren Murchison, his most dangerous rival in the sprints.

H. O. Davis Wins in Flintridge Event For Golf Honors

H. O. Davis topped the list of qualifiers in the annual Directors' Cup tournament at the links of the Flintridge Country club. He had a card of 94-24-70. B. K. Welch won the low gross.

Matches slated for the first round of play follow:

E. B. Welch vs. O. Castle, A. J. Hosking vs. C. W. Hunter; O. C. Adamson vs. A. J. Houston; A. S. Evans vs. H. O. Davis; W. A. Taylor vs. W. B. Pinney; C. E. Musick vs. N. K. Webster; W. F. Cornett vs. W. H. Davis; E. D. Hill vs. George A. Bigler; E. J. Cheesewright vs. T. J. Brant; P. M. Young vs. H. Bayly; H. C. Smith vs. R. F. Ingold; Richard Davis vs. J. R. Thompson; W. Salisbury vs. C. W. de Lancy; E. J. Nettlls vs. R. W. Moore; A. W. Byrne vs. the Rev. Mr. Evans; J. R. White vs. S. H. Baker.

HOLLYWOOD LEGION STADIUM
HOLLYWOOD BLVD. AT EL CENTRO
BOXING
EVERY FRIDAY NIGHT AT EIGHT
7 HIGH CLASS BOUTS 7

Oakland 6

No Car selling for less than $2000 can outperform the Oakland "6" 1925 Model

Oakland

San Diego Golf Opens Nov. 27

50 L. A. STARS TO COMPETE IN PLAY

Border City Event to Run Four Days; Big Entry Is Expected

By E. W. KRAUCH

San Diego Golf and Country club, Nov. 27, 28, 29 and 30.

That's the next event of importance on the program for Southern California mashie wielders.

This tournament is the annual invitation play of the border city club and is open to all players who are members of clubs in the Southern California Golf association.

Due to the fact that the event has been slated to start on Thanksgiving day and run but four consecutive days, more than 50 Los Angeles golfers, including several of the best in the local ranks, are expected to make the trip south for the competition.

THE RACES

The 1924-1925 races at Tia Juana open on Thanksgivig day again this year, and many of the golfers who make the journey to the border town will play their qualifying round in the tourney in the morning and then make the short hop of about seven miles from Chula Vista to Tia Juana for the opening day's race card.

According to A. H. Painter, who has just returned from a trip to San Diego, officials in charge of the tournament plan for two days of qualifying, Nov. 27 and 28, with match play being held on the final two days. Under this paln entrants who qualify will have to play 36 holes each day, providing they are not eliminated in the first or second round.

A classy bunch of prizes have been secured by officials of the Border City club, which will go to the winners and runner-ups as well as the best low gross and low net in the medal play.

DUNN SIGNS

John Duncan Dunn, well known golf course expert, has been selected to lay out the new links of the Temple Country club, which is being built by the Masons.

Dunn has also been engaged as golf architect for the new Fairmede Golf club at Oakland. He has already staked off a tentative links.

Walter Gorringe, who was formerly connected with the Sunset Canyon Country club at Burbank as professional, is now located with Miller Fishel at the latter's golf school at 6358 Hollywood boulevard.

Members of the Newspapermen's Golf association of Southern California gathered at the course of the Rancho Country club today for their weekly sweepstakes tournament. A trophy put up by Desmond's golf shop and a leg on the Feagan championship trophy were the two prizes at stake. Vic Forsythe and H. H. Krauch each hold two legs on this cup, which goes to the player holding the most wins on it at Christmas time.

LINCOLN AND POLY TEAMS IN GAME

Undefeated Gridiron Squads Clash at Coliseum in Game to Decide Title

(CONTINUED FROM PAGE ONE)

by setting pace for future Lincoln squads with four straight wins this year, defeating Manual Arts for the first time in the history of the league, the Railsplitters were expected to put up the toughest fight of the season against Poly, though the Mechanics loomed as slight favorites by comparative scores.

18,000 EXPECTED

The game, which virtually decides the championship, was calculated to draw at least 18,000 fans, starting time having been set at 2:30 for the convenience of the public.

With lineups identical with those which have scored wins over rivals in the circuit, and with plenty of able reserves to fill in the breaches, the squads were prepared for one grand battle for top honors.

Both teams have displayed overpowering line bucks that have swept aside everything in their way. For Polytechnic, Goodcell and Handy have opened up gaps in rival lines that paved the way for numerous lengthy runs by both Griffiths and Ford, but Nolan, the Lincoln flash, makes his own holes as well as runs.

In Nolan and Lampe, Coaches Van Pelt and Archie Nisbet have two of the fastest backs in the city loop and upon this duo most of the Lincoln work falls. At passing, bucking, runs and kicks the pair is unbeatable, and though the Lincoln line has proved strong enough to hold their opponents Nolan usually doesn't even wait for interference when he scrambles over the melee for yardage.

Should they fail to equal Polytechnic at line bucking, Lincoln still has left a strong defense in punting. Last year Nolan beat Lauterman in a punting duel, though Poly won, and the flashy fullback figures to repeat.

GENE DELMONT IS BEATEN ON FOUL

PORTLAND, Ore., Nov. 13.—Joe Gorman of Portland last night won a six-round decision over Gene Delmont of Memphis on a foul. Jimmy Darcy scored a technical knockout over Eddie Robinson.

EASY RIDING TIRE CREDIT as low as $1.00 per week

Featuring the Famous BRUNSWICK TIRES
Quality Unquestionable

Trade in Your Old Tires

B. FORER & CO.
412 W. PICO

Open Saturday Till 9 P. M.

Random Shots
BY BILL SMITH

WHETHER a good right hand is a more effective ring weapon than a nicely developed left mauler will be one of the questions decided next Monday night, when the rising young heavyweight, Tony Fuente, meets Fred Fulton at the Culver City American legion post stadium.

Fulton has been an outstanding heavyweight for years—just a bit shy of chafnpionship class—and his record is dotted with a long list of knockouts. Such men as Jim Flynn, Al Reich, Tom Cowler, Charley Weinert, Porky Flynn, Sam Langford, Gunboat Smith, Homer Smith and Tiny Herman have been stopped in jigtime by Fulton, and in nearly every instance the "kayo" punch came from the southpaw side of the Minnesota giant.

JACK DEMPSEY, Billy Miske and Jack Renault are the only men who have been able to put Fulton down for the count. That gives some idea of the fighting ability of the man who has been picked by Fred Winsor to give Fuente the biggest test he has faced since his sensational spurt into the front rank of American heavyweights.

Fulton is a left-handed puncher of much renown. Fuente depends on his right hand to "nail" his opponents. Winsor contends that a good right-hand puncher can always beat a good left-hand puncher, and he expects Fuente to prove his theory.

MANY smart followers of boxers believe that Fuente has been rushed along too fast and that next Monday night's bout will prove that Winsor has pulled a "boner." Physically Fulton will have all the advantage. He is nearly 6 feet 5 inches in height and his best fighting weight is around 220 pounds. Fuente is just over the 6-foot mark and scales in at a little above 190.

IN experience, too, Fulton has it all over the Mexican. Fred has been meeting and beating topnotchers for nearly eleven years. Fuente was boxing preliminaries at Vernon about two months ago. Fuente's recent victory over Floyd Johnson has boosted his confidence and he believes he can dispose of Fulton and speed up the campaign which has a Dempsey bout as its goal.

IT pays to be on the level in any branch of sport. Take Jack Britton, for instance. The former welterweight champion has been boxing for twenty years and in that time has built up a reputation which has gained him friends wherever ring fans congregate.

The crowd at Vernon Tuesday night gave the former champion an ovation when Dan Tobey introduced him. And Britton had figured he was somewhat of a stranger out this way when he visited Vernon with Teddy Hayes to see what the four-round game looks like.

MIKE DEMPSEY, Rochester, N. Y., welterweight, who is hailed as the Stanley Ketchell of his division, is another Los Angeles visitor

Palos Verdes Golf Links and Club House Open Saturday Next!

Do not fail to visit the Palos Verdes Golf Links Saturday and Sunday next, November 15th and 16th. An Invitation Tournament will be played off. Players only are requested to show their Guest Cards.

PALOS VERDES
The New City

Lane Mortgage Bldg., 8th and Spring Sts.

Henry Clarke, Director of Sales

Bank of America, Trustee

LANE IS LIKELY TO BRING TEAM TO SO. CAL.

Owner of Bees Gets Permission to Play Opening Games at San Diego

By MATT GALLAGHER

Bill Lane, owner of the Salt Lake club, will arrive in Los Angeles in a few days to canvass the Southern California situation with a view of locating his club here next year.

Lane has permission of the league directors to play the first two weeks of the 1925 season in San Diego. The rest of his home games are scheduled for Salt Lake City.

With the prospect of next season being the last of Salt Lake City as a Coast league town, it is believed interest in baseball will not reach high tide there. Some of the league officials believe it would be just as well to pass up Salt Lake City next season.

Lane looked over the Vancouver proposition and it is possible he may transfer his franchise there.

Plans are being made by Ed R. Maier, Vernon owner, to file suit against the Coast league in an effort to clinch his claims that he has equal territorial rights in Los Angeles.

Edward F. Wehrle, his attorney, attended the meeting of the Coasters in Seattle. Wehrle introduced a resolution which would assure Vernon of equal rights but it failed by a 5 to 3 vote. It is understood the introducing of the resolution was a legal step toward the suit.

Walter Johnson plans to leave tomorrow for Oakland and Reno. George Weiss, who will be Johnson's partner in the ownership of the Oaks, is in Oakland now.

PRINCETON TO TACKLE YALE

NEW HAVEN, Conn., Nov. 13.—Tad Jones was authority for the statement today that eleventh hour changes are possible in the Yale team that will face Princeton at Palmer stadium Saturday. Stanley Gill, of Hartland, Vermont, is being given serious consideration as a sub for the injured Bingham at left end and the understanding now is that Gill has the call over Ted Hart, a varsity understudy for two years. Gill failed to make a regular place on his freshman team last year but has come along splendidly of late.

PISTONS PLAY WATTS

Kant Skore Pistons, managed by Paul Zuelch, reopen the winter ball season against the Watts Monarchs at Watts Sunday in one of the feature semi-pro games of the day.

Columbia Outfitting Co
HOLLYWOOD 6322 Hollywood Blvd.
BROADWAY corner NINTH ST.
LONG BEACH 128-135 Pacific Ave.

And Also a San Pedro Branch—Sixth and Mesa

The Quality of These Bradbury Overcoats Brings Home to Men the Possibilities of a Modest Price—and Columbia's Cheerful Credit.

$35 $40 $45

More Than 90 Days to Pay

Full privilege of small weekly or monthly payments (without extra charge) to all who are steadily employed or permanently located!

New Accounts Welcome!

HATS, CAPS, TUXEDOS, BATHROBES, HOSIERY, SWEATERS, SUITS, OVERCOATS.

Open Saturday Evenings!

THE HOME OF CHEERFUL CREDIT

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HENRY CLARKE, *Director of Sales* LOS ANGELES BANK OF AMERICA, *Trustee*

50c quality at 35c
—Ruffled Voile Curtains, with bands to match. Sale price, pr. $1.00
—Art Ticking, fancy stripe. Yd. 25c
—Ruffled Grenadines, white with colored dots. Yard 50c
(Hale's—Fourth Floor)

Pillows Special!—$1.00

—all feather filling.

Trimmings and Laces

—75c Bands and Braids, colored silk embroidered bands and fancy silk braids in plain and mixed colors. Sale price, the yd. 50c
—65c Gold and Silver Tricotine, for flower making. Yd. 45c
—15c Silk and Metal Braids for dress trimmings and art work. Sale price, yd. 10c
—10c Colored Wash Laces for towel ends, scarfs and center-pieces. Sale price, yd. 5c
—35c Camisole Laces, also cluny laces and imitation crochet laces. Sale price, yd. 25c
— 75c Hand-Made Cluny Laces, edges and bands. Sale price, yd. 50c
(Hale's—Main Floor)

$4.50 Dolls Special! $3

—THEY HAVE HAIR AND MOVING EYES. Brilliantbee "Mama" dolls, 17 inches long and nicely dressed. Hale specials at $3.00

Draperies

—$1.50 Jacquard Marquisette, mercerized, cream and tan colors, new patterns, 50 inches wide. Yd. .95c
—95c Filet Marquisette, mercerized. Ecru color. 69c
—Fringes for Curtains, they match the marquisettes above. 4 inches wide. Yard 35c
—Terry Cloth for side hangings. Yard 69c
—Novelty Cretonnes, 39c quality at 25c
—Ruffled Voile Curtains, with bands to match. Sale price, pr. $1.00 50c quality at 35c

All-wool blankets in plaid patterns. 66x80-inch size. Worth $9.75. In a special sale Friday at $6.95 pair.
—Blankets, plain white or gray. 64x76-inch size. They sell regularly at a higher price. Special ..... $2.75 pr.
—$4.95 Plaid Blankets, 66x80-inch size. The pair $4.35
(Hale's—Fourth Floor)

Crinkle Bedspreads, Special—$2.95

You can buy the very popular crinkle bedspreads Friday at $2.95, an extremely low price. 80x90-inch size—with scalloped edges and cut corners. $1.00
—Crochet Bedspreads, 68x78-inch size $1.75
—Crochet Bedspreads, 78x88 and 78x90-inch $2.75
(Hale's—Fourth Floor)

81x99-Inch Sheets, Special!—$1.75

Bleached and seamless sheets of the 81x99-inch size. On sale Friday at a very special price, $1.75.
—Bleached Pillow Cases, size 42x36-inch. Sale price 40c
—Bleached Pillow Tubing, 42 inches wide. Per yard 45c

All Linen Table Cloths $9.75

3 Yards Long, for the Thanksgiving Dinner .....
Handsome table cloths of double Irish damask. 3 yards long for the Thanksgiving table. $9.75 is a special price for them.

Turkish Bath Rugs, colored .... $2.00 Hemstitched Linen Towels, special price $1.00

$3.00 All Silk Canton Crepe $1.95

In a Special Sale Friday at .....
All silk Canton crepe for blouses and dresses, black, brown, tan and henna. 40 inches wide. A grade that is worth $3.00, on special sale Friday at $1.95.
—$2.00 Changeable Chiffon Taffeta, good assortment of colors. 35 inches wide. $1.65
Special price, per yd. .....
$1.25 Wide Wale Corduroy at 95c Yd. Wide wale corduroy in a good assortment of colors popular for lounging robes and bath robes. 33 inches wide. Worth $1.25. On sale Friday at 95c per yard. (Hale's—Main Floor)

$4.00 All-Wool Poiret Twill at $3.25

All-wool Poiret twill in black and navy blue. 56 inches wide. $4.00 quality on sale

Flannelette Nightgowns
—Regular Sizes ... $1.35
—Extra Sizes $1.50
Women's warm flannelette gowns. Plain white or colored stripes.

Hales Good Goods
341-343-345 S. BROADWAY

Buy Floor Lamps on Easy Payments —No Interest

Buy Rugs on Easy Payments

—Cash Prices, No Interest

We are selling broken lines in the rug departments at about a third less than regular prices.

—$148.00 Wilton Rugs, best grade worsted Wiltons, in the 8¼x10½ and 9x12 ft. sizes. Offered in a special sale at $98.67
—$50.00 Heavy Axminster Rugs, slightly imperfect. 9x12 ft. size. Special pr. $33.45
—$98.50 Wool Wilton Rugs, 8¼x10½ ft. and 9x12 ft. sizes. Special price $65.67
—$30.00 Best Brussels Rugs, 8¼x10½ and 9x12 ft. sizes. Special price $20.00
(Hale's—Fourth Floor)

Ad No. ..... On pv
Date Herald Nov. 13-2

Palos Verdes Golf Links and Club House Open Tomorrow!

Do not fail to visit the Palos Verdes Golf Links Tomorrow and Sunday next, November 15th and 16th. An Invitation Tournament will be played off. Players only are requested to show their Guest Cards.

PALOS VERDES
The New City

Lane Mortgage Bldg., 7th and Spring Sts.

Henry Clarke, Director of Sales
Bank of America, Trustee

In its Classified Columns THE EVENING HERALD prints more Used-Car Advertising than any other daily newspaper in America

BRIDE KIDNAPED AT ALTAR SUES STEPFATHER

Kept From Husband; Cheated of Property Rights, Her Petition Says

NEW YORK, Nov. 14.—Charging that her step-father-guardian and his sister had stolen her from her husband's arms on her wedding day and that he had cheated, robbed and abused her 20 years in his charge, Mrs. Marion Beatrice Melos of 244 Cambridge avenue, Jersey City, has filed suit in the Jersey City chancery court to compel William C. Hagen, her guardian step-father, to surrender properties to her.

Hagen married Mrs. Melos' mother when the girl was 1 year old. After the death of his wife, Mr. Hagen is accused of having made a virtual prisoner of the step-daughter, taking her property from her, and when she grew up and married, is alleged to have snatched her away from her young husband, taking her to another state, meanwhile seeking to discourage the young bridegroom.

Hagen was left a one-third interest in his wife's will "in lieu of courtesy." Since there were no children of the marriage, it is held there was no right of courtesy.

Shortly after the petitioner's marriage the husband sought through the supreme court to have his wife returned to him. Hagen and his sister declared Mrs. Melos was remaining away of her own accord. Mrs. Melos asserts this was untrue, but that she was compelled to go to Lake Huntington, N. Y., and was kept out of New Jersey until after the proceedings had terminated. She finally joined her husband Sept. 15.

She seeks a reconveyance of her interest in the property left her by her mother, together with an accounting of the profits.

"Blackst...
Chiffon H...
Full fashio... and reinf... heel, toe ... lisle line... pair, $2.
FIRST FLOO...

¶ Sui... aft... Cr... sp...
¶ St... ne... yo... Siz...
C...
Girls' Bath Robes, 8 to ...
Silk Bloomers, 2 to 14
Girls' Corduro...
Satin
the reigning mode
Hats $1...

HOLSUM
MACARONI

Ad. No.

Inspiration
Title

Appeared in Date
Los Angeles School Journal. Nov. 3 1924

Space Double Page

Nov-3 1924

inspiration

HAVE you ever—perhaps on a vacation—got up to see sunrise over the ocean? It is an inspiration.

Nature has given us Palos Verdes as a natural inspiration to homebuilders in Southern California. The location is ideal—on rising ground, terraced from the water's edge to the highest point 1400 feet above. Here homesites command a permanent ocean view. Improvements already in, with those under construction, will total $2,250,000 (exclusive of cost of land) by the close of this year, and will ensure for Palos Verdes an environment second to no other residential city in the United States.

Imagine the outlook—the emerald-blue carpet of the Pacific, merging into the purple distance of a western sky—the soft-shaded crest of the mountains gently sloping to the sea. The busy beach cities below, and around your feet—as flowers in a garden—the lovely homes in Palos Verdes.

Inspiration is the greatest material gift to mankind. Palos Verdes offers this to an unusual degree and because of this over 3000 people have chosen the New City as their permanent home.

Many desirable locations are still available at original prices, ranging from $2000 to $6000 and up.

PALOS VERDES
The New City

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., *EIGHTH* AND SPRING STS.
HENRY CLARKE, *Director of Sales* LOS ANGELES BANK OF AMERICA, *Trustee*

Buy Rugs on Easy Payments

—Cash Prices, No Interest

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—$30.00 Best Brussels Rugs, 8¼x10½ and 9x12 ft. sizes. Special price.....

(Hale's—Fourth Floor)

$9.75 All-Wool Blankets at $6.95 Pr.

All-wool blankets in plaid patterns. 66x80-inch size. Worth $9.75. In a special sale Friday at $6.95 pair.

—Blankets, plain white or gray. 64x76-inch size. They sell regularly at a higher price. Special ..... **$2.75 pr.**

—$4.95 Plaid Blankets, 66x80-inch size. The pair **$4.35**

(Hale's—Fourth Floor)

Crinkle Bedspreads, Special—$2.95

You can buy the very popular crinkle bedspreads Friday at $2.95, an extremely low price. 80x90-inch size—with scalloped edges and cut corners.

—Crochet Bedspreads, 68x78-inch size..... **$1.00**

—Crochet Bedspreads, 78x88 and 78x90-inch **$1.75**

(Hale's—Fourth Floor)

81x99-Inch Sheets, Special!—$1.75

Bleached and seamless sheets of the 81x99-inch size. On sale Friday at a very special price, $1.75.

—Bleached Pillow Cases, size 42x36-inch. Sale price **40c**

—Bleached Pillow Tubing, 42 inches wide. Per yard **45c**

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Women's warm flannelette gowns. Plain white or colored stripes.

Hales Good Goods
341-343-345 S. BROADWAY

Buy Floor Lamps on Easy Payments
—No Interest

Draperies

—$1.50 Jacquard Marquisette, mercerized, cream and tan colors, new patterns, 50 inches wide. Yd. ..95c
—95c Filet Marquisette, mercerized. Ecru color. 69c
—Fringes for Curtains, they match the marquisettes above. 4 inches wide. Yard 35c
—Terry Cloth for side hangings. Yard 69c
—Novelty Cretonnes, 39c quality at 25c
—Ruffled Voile Curtains, with 50c quality at 35c
—Ruffled Voile Curtains, with bands to match. Sale price, pr. $1.00
—75c Bands and Braids, colored silk embroidered bands and fancy silk braids in plain and mixed colors. Sale price, the yd. 50c
—65c Gold and Silver Tricotine, for flower making. Yd. 45c
—15c Silk and Metal Braids for dress trimmings and art work. Sale price, yd. 10c
—10c Colored Wash Laces for towel ends, scarfs and center-pieces. Sale price, yd. 5c
—35c Camisole Laces, also cluny laces and imitation crochet laces. Sale price, yd. 25c
—75c Hand-Made Cluny Laces, edges and bands. Sale price, yd. 50c

(Hale's—Main Floor)

Trimmings and Laces

Pillows Special!—$1.00

—all feather filling.

$4.50 Dolls Special! $3

—THEY HAVE HAIR AND MOVING EYES. Bisque head "Mama" dolls, 17 inches long and nicely dressed. Hale specials at $3.00

Ad. No.
Palos Verdes Golf Links & Club House Opens Next Saturday.
Title
Appeared in L.A. Evening Herald Date Nov. 13-14
Space 2 x 7

SHERIES SCHOOL

AX, N. S., Nov. 14.—That oes not intend to neglect ries is evidenced by the ment that the department s and marine has appro- ,000 for the establishment ries school, to be to the provinces what the experi- ms are to the agricultural

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PALOS VERDES
The New City

Lane Mortgage Bldg., 7th and Spring Sts.

Henry Clarke, Director of Sales

Bank of Amer Trustee

In its Classified Columns THE EVENING HE prints more Used-Car Advertising than any other daily newspaper in America

HOLS

"I'se in town, Honey!"

tling

ST.

LON
112-11

re—Corner Sixth and Mesa,

MACHARG

also
2 pants suits
Double or single breasted, every smart fall model

Smart new F & C hats for Fall and Winter wear — beautifully fashioned of fine quality fur—and silk ribbon bands—real leather sweats. Real $3.50 hats at

$2.50

$25 40 GUARANTEED SUITS and OVERCOATS

$30

$45 GUARANTEED SUITS and OVERCOATS

$35

OPEN SATURDAY EVENING UNTIL 9:00 P. M.
Mail Orders Filled Promptly

1—Coast-to-Coast UPSTAIRS S
2—$97,568 Saved Yearly in
3—$10,000,000 Written Guara
4—Our Own Big New York Fa
5—Cash Business—No Credit L

Foreman

Many clothing makers create goo suits . . . very few produce goo overcoats. Foreman & Clark fa tories build a guaranteed overco equal in point of fabric and finis lining and materials, to averag overcoats at $10 to $20 more. B we do something much more in portant! It is an actual fact th Foreman & Clark tailors put int each Foreman & Clark overcoat

PI
Confine
G. W
Cor
Hours: D
Sa

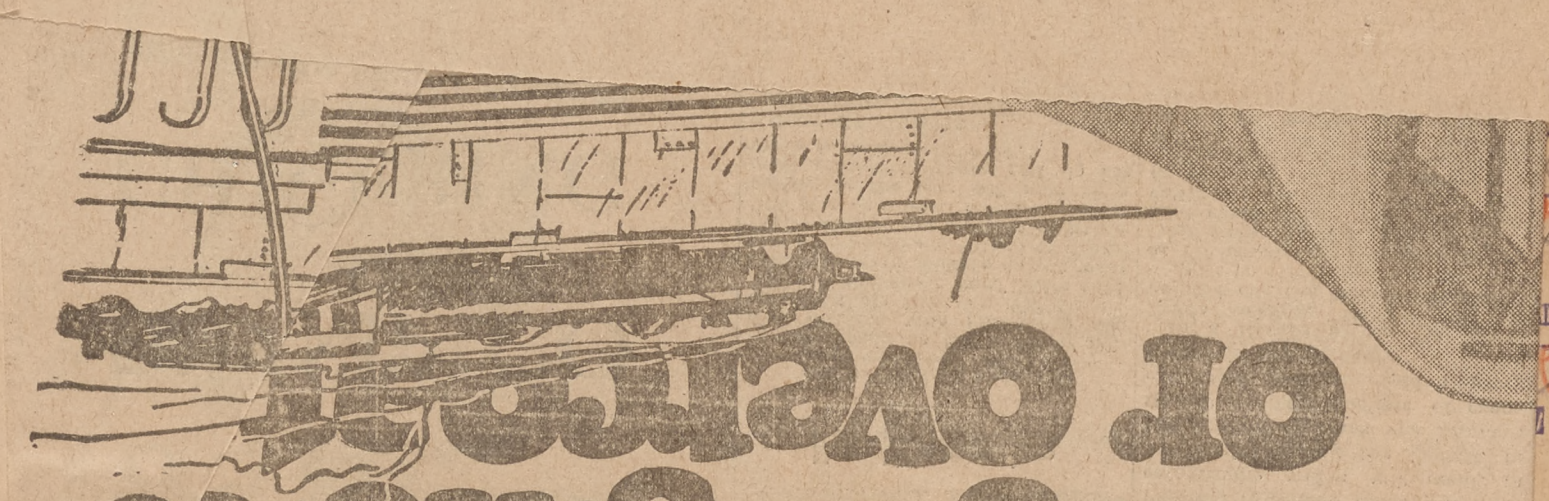
EVENI
Want
at Br
24 Merca

FOREMAN and

WORLD'S LARGEST MAKERS and RETAILERS

5TH & B'WAY also 3RD

Copyright (entire contents) by Foreman & Clark, Inc., 1924



Clothing engineers or overpr

S, WEDNESDAY, NOVEMBER 12, 1924

...s Health Endangered ... Defective Plumbing

...some homes and buildings, ...wners are taking chances ...with the health of occupants ...nstalling defective batntuos, ...ories and toilet bowls," said G. Schneider, official of the Wash-...ton Iron Works, Los Angeles, ...nufacturers of plumbing fixtures, ...sterday.

"Reputable plumbers tell us that ...hey are continually being called in ...to repair second grade fixtures, for ...after a few months of use, a second ...grade fixture frequently develops a ...serious crack or chips or peels.

"It is then the painful duty of the plumber to explain that porcelain enameled fixtures cannot be repaired. It is necessary, if the defect is of any size, to entirely rip out the fixture and replace it with first grade material.

"If chipped, cracked, defective fixtures are permitted to remain in the house, disease germs and filth quickly gather in these crevices and the unsanitary condition which arises is a positive menace to health.

TO EDUCATE PUBLIC

"It is to protect the public from misrepresentation in plumbing fixtures that we have inaugurated a publicity campaign, backed by all the reputable, licensed plumbing merchants, to inform everyone about the difference between first and second grade fixtures. We are urging buyers to insist on guaranteed fixtures.

"Second grade fixtures cannot be guaranteed, for they are defective from the first. But the buyer who gets first quality fixtures is protected by a life time guarantee which agrees to replace, free of charge, any fixture which develops defects.

"Reputable manufacturers are now marking all second quality fixtures with the words 'second grade' ...acid on the enamel. This is to warn you that the fixture is defective and will not stand up.

"And in order to prevent exorbitant profit taking, the reputable dealers are publishing the prices on both first and second quality fixtures.

ASK FOR ADVICE

"Reputable manufacturers think so little of second quality ware that they usually smash them up, rather than sell them.

"If you will visit the plumbing shop in your neighborhood, your plumbing merchant will quickly show you the difference between first and second quality ware and prove to you that you would lose money by getting a second even at this low price.

"Before you take chances on your plumbing fixtures, let a reputable plumbing dealer tell you what the correct prices are on first and second grades. This will protect you from paying too much for a poor quality fixture, masquerading as a first grade article."

Burbank Is to Have Creamery

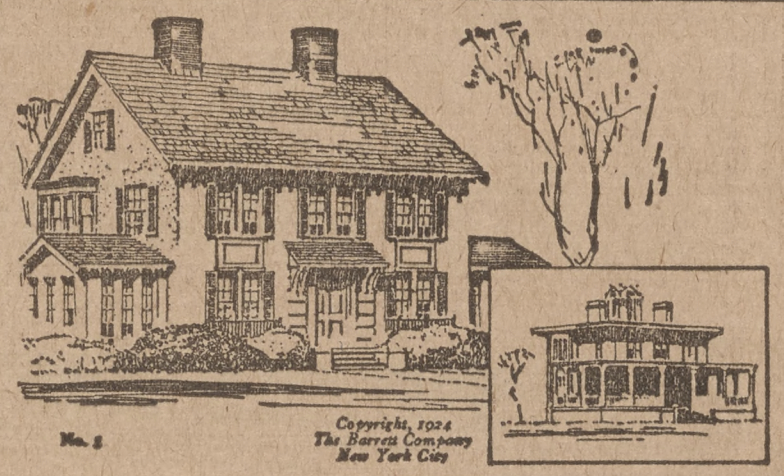
Representing an investment of $65,000, the new Martinussen Creamery on East Main street, Burbank, expects to be ready for operation early in December.

Machinery is arriving daily and is being installed as the builders of the plant put the roof on the building.

Included in the plant will be ice manufacturing machinery and a garage for the accommodation of a fleet of twenty-six automobiles and trucks that will be engaged in the service of the new industry.

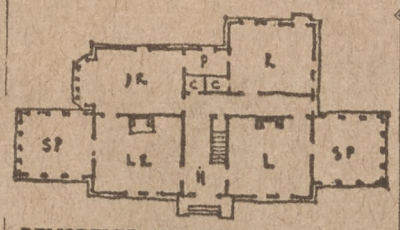
The machinery, representing the last word in sanitation, is being installed at an expense of $36,000, while the buildings will cost $20,000.

TO MAKE OLD HOUSES ...



No. 1

Copyright, 1924 The Barrett Company New York City



REMODELED HOUSE PLANS: First floor only, second floor unchanged

"AS a house builder, grandfather was a first-class wedding cake baker."

In this way a noted New York architect summed up his opinion of America's mid-Victorian houses.

When all is said and done, those old-fashioned, overdecorated mansions do resemble wedding cakes, highly ornamented with odd forms of frosting.

And the one is as unpleasant to the eye as the other is indigestible.

But the houses of that type and day were built of excellent materials and they lend themselves readily to marked improvement in the hands of the remodeler.

CHANGE IN EXTERIORS

The already roomy interiors require little alteration, but remarkable results are to be obtained by reworking the exteriors.

Such a "wedding cake" house is shown in the smaller illustration of this article.

As shown in the larger illustration, the owner was able to accomplish wonders by remodeling at comparatively little expense.

The ridiculous cupola and the ungainly roof have been done away with. A pitched roof with wide eaves has taken their place. A glazed sun porch has been added at each end, greatly improving the proportions of the house.

WHAT IS ACCOMPLISHED

Over the entrance door is an attractive shingled hood, supported by brackets. Front and end walls are now stucco. Sensible shutters on either side of the windows complete the artistic effect.

The "wedding cake" has been transformed into a home that any one might be proud to live in—and has greatly increased in value.

There are still thousands of unimproved old houses surviving in all their pristine ugliness—surviving because these old-time houses were built with old-time care and stability.

Beams were cut thicker, foundations were sunk deeper, two nails were driven instead of one.

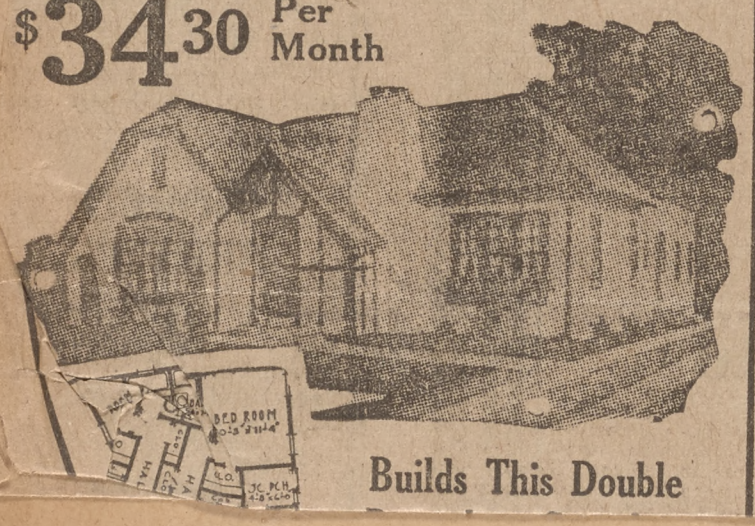
As a result these old houses have

may be obtained from leading building supply, lumber and hardware merchants. For further information, write Editor of Examiner building page.

Lavatory — porcelain enameled. Slab 17"x20". Supported on concealed wall hanger. First quality, without fittings, $9.

Price quoted on bathtub is for a 5 foot, 3 inch roll rim tub on legs, porcelain enameled. Guaranteed first quality. Without fittings, price is $31.

$34.30 Per Month



Builds This Double

Before You B... Buy a Home—I... a Guarantee o... Plumbing Fixt...

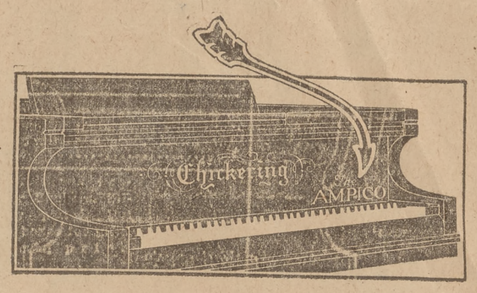
It's Free!—Your contractor ... salesman can give you a lifet... on the plumbing fixtures—sig... facturer and plumber—*if th... first quality.* If he cannot gi... antee—you know that the... seconds. Insist on firsts—an...

d. No. ...
tle ...
Date Sun. Nov. 16-1924

SOUTHERN CALIFORNIA MUSIC COMPANY
806-808 So. Broadway and 332 So. Broadway
Open Evenings Until 9 o'Clock

The AMPICO
in the
CHICKERING

You can hear all the so-called reproducing pianos you will, you can listen to all the persuasive sales talk you want, but if you demand the one and only piano that *re-enacts* the artist you have only one choice—the AMPICO.



Look on the fall board of the piano you buy. If the name "AMPICO" is not there, it is not an AMPICO. Don't be told differently.

SOUTHERN CALIFORNIA MUSIC COMPANY
"Everything That's Musical"—Since 1880

SOUTHERN PACIFIC LINES

through service
to Portland and Seattle
—two nights—via the New
Puget Sound Express

Now leaving Los Angeles daily—6:15 p. m.
A welcome new *Through Service* to the Pacific Northwest.

Through standard Pullman sleepers.
Through dining car service to Portland.
Through tourist sleeper and coaches to Portland.
Special Sacramento sleeper.
And low round trip winter excursion fares are now in effect.

going away via *San Joaquin Valley Line* to Sacramento and the scenic *Shasta Route* to the north

Ask any agent

Southern Pacific

Los Angeles Ticket Offices:
212 West Seventh Street and Main Floor
Pacific Electric Building, Sixth and Main Streets
Station Fifth and Central

PILES Internal and Protruding Piles Curable without Surgical Operation. No Hospital Confinement; No Anesthetic. Send for Free Booklet
G. W. FULLER, M. D.
718 Black Building
Corner Fourth and Hill
Hours: Daily from 10 to 4, Except Saturday and Sunday

EVENING EXPRESS
Want Ad Service
at Branch Office
24 Mercantile Arcade

Teeth as low as $5; Best Set $7
Best set, none better, no matter how much you pay, including your choice of base plate material (metal excepted). Guaranteed 10 years.....$7.00
MY EXTREMELY LOW PRICES
Teeth as Low as.....$5.00
Best Set of Teeth (either set)..$7.00
Gold Crown (22 carat).....$4.00
Bridge Work (22 carat).....$4.00
Porcelain Crowns.....$4.00
Gold Fillings.....$1.00 up
Gold Inlays.....$1.00 up
Synthetic Porcelain Fillings..$1.00 up
Silver Fillings.....50c up
Cement Fillings.....50c up
Teeth Treated.....50c
Nerve Removed (Painless).....$1.00
Teeth Extracted (Painless).....50c
No charge for Painless Extraction of Cleaning when other work is contracted for. Old gold is valuable. I pay cash or allow you full value for it on dental work.
NOT A DENTAL PARLOR. A PRIVATE, high-class, up-to-date SANITARY dentistry office, with sterilized instruments and not be manly operators whom you will be ashamed to recommend to your friends.
X-RAY SERVICE FREE
WITH OTHER WORK. EXAMINATIONS FREE
DR. FAIRFIELD
Entire 3rd Floor 536 S. Broadway
Next to Arcade Building
Hours 8:30 to 6; Sundays, 9 to 12
TUcker 5236

CHEST DRIVE AT $500,000 MARK

Division No. 17 Leads in Fund Campaign

(CONTINUED FROM PAGE ONE)

as generously as the army of soldier citizens who six years ago offered their lives on the battlefields of the great war," Fitts said. "We who were soldiers do not want war and we do not intend to desert the United States in time of peace. The man or woman who was a good soldier in the war will now be a good soldier in peace and do his share in this great work."

SHOW PATRIOTISM

The spirit of Armistice day pervaded the atmosphere of the meeting, with the army of campaign workers standing at attention before the flag and renewing the pledge of allegiance.

Addresses were made by Daily F. Stafford, commander Los Angeles County American Legion council, and Federal Judge Benjamin F. Bledsoe.

Another inspirational meeting was held at Hotel Biltmore today, at which team captains rendered reports on funds collected during this morning's drive.

Drive Commander Judge Bledsoe today issued an appeal to Los Angeles citizenry to respond to the spirit of the drive. Though almost half a million dollars has been collected in two days, Judge Bledsoe declared that workers reported receiving cold receptions at many homes. One team captain announced today that out of 61 calls made only one person had contributed.

EXPLAINS PURPOSE

Judge Bledsoe declared the funds derived from the drive are to be distributed pro rata among all the worthy charitable organizations of the city without regard for color, creed or nationality. "All of the 125 or more organizations will benefit in this great drive," Judge Bledsoe said. "Experience in other cities has proved that a community drive for funds during which solicitation for all bodies are concentrated in one great effort has been more beneficial in result and more considerate of the citizenry than repeated drives and campaigns by different organizations throughout the year.

"There are some who perhaps do not understand that this will be the one and only time of the year that they will be asked to contribute. Understanding this clearly, I am sure no one will feel insulted when the community chest worker calls."

OPENING PRICES OF N. Y. STOCKS

(FURNISHED BY A. A. HOUSMAN & CO.)

NEW YORK, Nov. 12.—Following are the opening quotations on the New York stock exchange today:

Atlantic Coast Line	142¼
Atlantic Refining	94
Allied Chemical	74½
Allis Chalmers	63½
Am Beet Sugar	39½
Am Car & Fdry Co	170⅞
Am Can Co	130
Am Int Corp	30½
Am Linseed	50½
Am Locomotive	84⅝
Am Smelt & Ref Co	85¾
Am Sugar	130
Am Tel & Tel Co	129⅛
Am Water Works	109⅝
Am Woolen	39⅞
Associated Oil	82½
Anaconda	39¾
A, T & S Fe	111
Baldwin Loco	125⅝
Balt & Ohio	39¾
Bethlehem Steel	48
Calif Packing	93⅝
Calif Pete Co	28¾
Canadian Pacific	152⅞
Central Leather	15⅝
Chandler Motors	27⅞
Ches & Ohio	66⅝
Chile Copper	34⅝
C, M & St P	17⅞
do pfd	25
Corn Prod	20¾
Cons Gas	76¼
Corn Products	27⅝
Coaden Oil	7⅝
Crucible Steel	61⅝
Cuba-Am Sugar	27⅝
Cuba Cane Sugar	12¾
Davison Chemical	43⅞
Du Pont	129½
Erie	21¼
Fleischman Yeast	82½
Famous Players	85
Fisk T & R	9
Gen Asphalt	48
Gen Electric	261½
Gen Motors	28⅝
Gen Pete	44⅝
Goodyear T & R pfd	48⅝
Great North pfd	68⅝
do Ore	22⅛
Gulf States Steel	75
Inspiration Coppar	24⅞
Ind Alcohol	81⅞
Int Comb Engine	32⅝
Int Harvester	98
Int Paper	47⅜
Int Marine pfd	39¼
Invincible Oil	10½
Kennecitt Copper	49⅜
Kelly-Springfield	17¾
Lima Loco	83¼
Lehigh Valley	57⅞
Liggett & Myers	61
Loew's, Inc	11¼
Marland Oil	30⅞
Maxwell Motors	68¾
May Dept Stores	87½
Miami Copper	26
Mo Pacific	26
do pfd	64¾
Montgomery Ward	42⅝
Nat Lead	130⅝
Nat Biscuit	70
N Y Central	116
N Y, N H & H	22
North Pacific	87⅛
Pan-American	54⅜
do "B"	47⅜
Penna R R	47⅝
Phillips Pete	37⅛
Pierce-Arrow	8
Prod & Ref	23⅝
Pure Oil	7⅜
Ray Cons	15⅜
Reading	63⅝
Rep Iron & Steel	47
Rock Island	41⅛
Royal Dutch N Y	49
Sears-Roebuck	128½
Sinclair Oil	18⅝
Skelly Oil	20¾
Stand Oil of Calif	62¾
Stand Oil of N J	38⅝
Stromberg Carb	30
South Pacific com	104⅝
South Railway	12⅝
Stewart Warner	68¾
Studebaker com	38⅜
Texas Co	48⅜
Texas & Pacific	41⅝
Tobacco Products	67⅝
Union Pacific	147⅜
U S Cast Iron Pipe	30
United Fruit	106
U S Rubber	33⅝
U S Steel com	107⅝
Wabash "A"	52⅝
Westinghouse Elec	67⅝
West Pacific	25⅝
Willys-Overland	7⅝
Woolworth Co	111

Palos Verdes Golf Links and Club House Open Saturday Next!

Do not fail to visit the Palos Verdes Golf Links Saturday and Sunday next, November 15th and 16th. An Invitation Tournament will be played off. Players only are requested to show their Guest Cards.

PALOS VERDES
The New City
Lane Mortgage Bldg., 6th and Spring Sts.
Henry Clarke, Director of Sales
Bank of America, Trustee

Germany Advocates Commerce Syndicate For All Nations

By Associated Press

BERLIN, Nov. 11.—Unless European industry combines in an international syndicate there will be a catastrophe which will result in America's reaping the benefit, in the opinion of Hans von Raumer, former German minister of economy and leading People's party deputy in the reichstag.

In a lecture before the World Trade society, Deputy Raumer pointed out the tremendous development in American industry, while at the same time European industries were "knifing each other" in mad competition. This was especially true, he said, of coal production and the iron industry.

The speaker declared he did not believe the Dawes plan could be carried out because it presupposed a 50 per cent increase in German exports over the prewar figures. This was impossible, he said, because the world market is already glutted.

Detectives Arrive to Return Prisoner East

Two detectives from Worcester, Mass., expect to leave today for the east with Albert L. Gross, who was arrested here several days ago after he had sold some diamonds, alleged to have been stolen in Worcester, to local pawnbrokers. The robbery in the east netted the thief $6000. With Gross when he was arrested here was Florence Fish, his sister-in-law, who was charged with vagrancy.

Three Men Killed by High Voltage Wire

By Associated Press

CONROE, Tex., Nov. 12.—Three men were killed today and a fourth severely burned when they came in contact with a 2300-volt wire, which had fallen across the side walk. The dead:

J. R. Beakley, a merchant; W. G. Rye of Milvid, Tex., and Travis Rye of Taylor, Tex.

SEEKING MURDER SECRET IN VAULT

Katz Killing Clew May Be in Bank Box

(CONTINUED FROM PAGE ONE)

with an unknown person Saturday afternoon from the offices of Liebert & Co., in the Title Insurance and Trust building.

"I must have $25,000 in cash at once," he said over the telephone. "It is a matter of life and death to me, and if you cannot loan it to me everything will come to an end."

Whoever Katz was talking to refused the money, Liebert said.

SICK OF BUSINESS

"For several weeks Katz had been worried sick," said Liebert. "Only a few days before he was killed he told me the game he had been playing was not worth while, that he was sick of making money in the way he had been making it and wished he could find something else to do."

On the diamond market of Los Angeles Katz was known as a wizard. He bought and sold anything and everything. No gem was too large for him to handle. This is what gave him the nickname of "harpshooter."

STEALT IN BIG STONES

His specialty was large stones, unmarketable in the general trade because of their size or color. But with Katz they were nothing. He could always dispose of them, so that brokers of the city were never afraid to buy them or take them to deals.

No sooner did a broker get a large stone than he would send for Katz and without security or deposit give it to him to "turn over." Katz would do the trick.

But almost invariably the diamonds were used to buy real estate. With a fictitious value placed on them by an appraiser with whom he would split his profits, Katz would trade the diamonds off for many times their value for collections and at prices which were fabulous from the market standpoint.

Infrequently the person who took the diamonds in exchange for real estate would attempt to dispose of them on the market. The stones would find their way back into the brokerage offices, the deception would be discovered and Katz would have an enemy. But nothing could be done. The holder would be obliged to sell at a sacrifice, and again the same stones would find their way through the brokers into Katz's hands and the same kind of a deal would be "put over" on someone else.

Then there were the mystery stones. No one knew where they came from. Katz would produce them after trips to Tijuana or San Francisco. They were always big, 30, 35 and 40 karat stones. Sometimes he would come back to the city in the company of a Russian [illegible]

STRANGE CUTTINGS

These big stones were strange cuts and cuttings such as only are found in rare European collections. Many of these were purchased by Los Angeles movie stars.

Katz invariably said they were part of a collection left him by an uncle who died in Russia.

But the police have determined Katz's family was not rich. He began life as a ragpicker in the streets of Moscow, was picked up by a musician who raised him, educated him as a violinist and made him a protege of the late czar.

OFFERED STRANGE STONES

The Russian who accompanied him from his native city he served as the trustee of his father's estate. This man's frequent presence, the fact that Katz had been confidante of the czar, has been in communication with the remaining members of the Romanoff family exiled in London and the strangeness of these colossal gems struck fear into the hearts of many brokers that they were part of the missing Russian crown jewels.

It was these strange gems which brought the United States secret service agents here from Washington. They were shadowing Katz on his business trips during the days just prior to his murder. Then, too, they were interested in reports that Katz had brought 35 of his relatives into the United States through Canada and Mexico, always at his expense, the money coming out of the diamond sales.

SWORD OF SHAH

Among the rare articles he produced on the Los Angeles market was the sword of the shah of Persia, a glittering, gem-studded weapon which would cost a king's ransom to reproduce. For weeks after the killing from broker to broker to dispose of it. Then one collector of rare gems announced it was gone and he had made $25,000 on the deal.

Yet with all his great deals—and the great jewels sold on the coast has been consummated within recent years in which he did not play a part—Katz was slow pay with the jewelers who mounted his jewels for him. These manufacturing jewelers stand to lose thousands upon thousands of dollars with his death. Their only hope is they may attach some of the jewels in the vaults of the city's bank. But this seems remote, as most of his property and jewels he kept in his mother's name.

WOMAN THEORY HELD

Outside of Miss Carroll, the latest sweetheart, there is but one person in Los Angeles with whom the police have come in contact who believes a woman might be at the bottom of it.

This man is Harry Fisher, a real estate dealer in the I. W. Hellman building with whom Katz had desk space since he purchased the Ambassador apartments, 618 South Van Ness Hampshire street.

"There'll be a woman at the bottom of it," said Fisher. "He didn't say much, but once in a while he would drop a word which indicated he was showering gems on women and creating rivals in men who could not keep up with him."

Guy Peterson, former associate of Katz, was released by the police last night after they had placed him under arrest and checked his alibi that he was downtown at the time of the murder.

DISCOVER NEW MINOR PLANET

California Astronomer Reveals Motion of Star

(CONTINUED FROM PAGE ONE)

clination of about 33 degrees, and while the eccentricity of about fifty-five one-hundredths is equalled by two other planets, there is no other planet now known which has both such high inclination and eccentricity.

"At its closest approach to the earth about a month before discovery, near perihelion, September 23, the new planet's distance was about 20,000,000 miles, or approximately the distance of the famous planets Eros and Albert at their closest approach. The new planet is now receding from the earth and the sun.

DAILY MOTION OF PLANET

The mean daily motion of the new planet is about 7.85 seconds of arc. The length of the semi-major axis of the ellipse is two and three-quarters astronomical units. The orbit intersects the elliptic at a point 243 degrees east of the vernal equinox and the perihelion (point of the orbit nearest the sun) lies 103 degrees farther east in the orbit.

"The investigation was made possible chiefly by the accurate observation secured at the Lick observatory since October 20 by Assistant Astronomer H. M. Jeffers and Astronomer R. H. Tucker. An observation of October 27 by Dr. V. Biesbroeck, at the Yerkes observatory at the University of Chicago and one by E. C. Bower at the United States naval observatory at Washington, D. C., also were utilized."

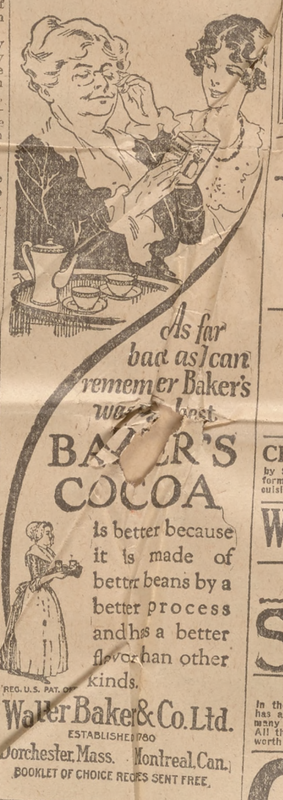
The planet, Professor Leuschner said, has been photographed by H. B. Kaster, a graduate student of astronomy.

L. A. Collector Joins In Smuggling Confab

By Associated Press

SEATTLE, Nov. 11.—Problems of customs law enforcement, with particular reference to smuggling, are to be discussed by customs collectors of the Pacific coast, who arrived here tonight to open informal meetings here tomorrow.

Officials in the city include: Frank Dow, assistant to Assistant Secretary of the Treasury McKenzie Moss; Earl C. MacFarland, Portland, Ore.; W. B. Hamilton, San Francisco; L. B. Schwaeb, Los Angeles; James Roberts, Great Falls, Mont., and John S. McBride, Juneau, Alaska.



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is better because it is made of better beans by a better process and has a better flavor than other kinds.

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Quickest time Most safety
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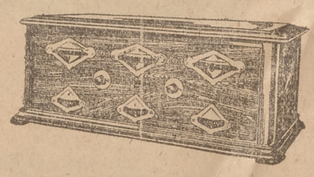

This Type M. U. 2 complete with 6 Tubes and Dry Cells, ready to tune in. Easy terms $235

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This nationally known 6-tube instrument, completely equipped with all Super-Heterodyne accessories, including batteries and Radiola Loud Speaker, on easy terms, for.....$280.10

RADIOLA III, for $39.50
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OPEN TO PUBLIC FOR FIRST TIME
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For quiet people who are interested in California's most historic region. John McGroarty tells about it in his "The Endless Miracle of California."
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In the Foothills of the San Jacinto Mts. 3 hours by auto from L. A.—Express Resort Bureau or John G. Althouse, owner, San Jacinto, Calif. Tel. San Jacinto 672.

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In the Ventura Mountains, now at its best. The leaves are changing their colors. The night air has a healthful tang, with the balmy sunshine of the days making saddle trips and hiking on the many trails a real pleasure. The natural warm tub and plunge bathing offer real health benefits. All these, combined with wholesome food, good beds, comfortable, heated rooms, make for a vacation worth while. Take advantage of it now. WEBB W. WILCOX, Prop.

Catalina
TWO DAYS $10
THREE DAYS $15

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Don't fail to see the famous Glass Bottom Boats showing Marine Gardens. An experience you'll always remember. Round trip from L. A., $3.10; from Harbor, $2.25. Glass Bottom Boat Ride, 75c.
Lv. 6th and Main 9 a. m. New Steamship Catalina sails 10:00 a. m. daily from Wilmington. You are back in early evening.
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Sailings from Los Angeles
Dec. 1—Dec. 15—Dec. 29
"Comfort With Economy"
You arrive in New York rested after fifteen glorious days at sea.
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Make reservations now for cabins and boats. Meals a la carte. Reservations Pine Knot, Cal., or Express Service Bureau, 24 Mercantile Arcade Bldg.

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"The Bungalow Apartments of Distinction"
Twelve new concreate bungalows. Unusual privacy, ocean view, patio, roof garden. Fully furnished, cozy, convenient. Bathing. See Express Resort Bureau, 24 Mercantile Arcade or W. L. Lloyd, La Jolla. Phone 327 M. K.

GREAT PARK SYSTEM PLAN

(Continued From Page One)

continues. Similar results are imminent with respect to other outdoor recreational facilities. For very little longer will lands along our river channels be available for public use. Subdivisions and encroaching development are taking no account of the public need of such areas.

Private leases are taking much of the forest area, and while this type of development is desirable to a certain extent, there are no available means for public development of mountain lands.

Without further discussion it can be said that with a present population of a little over two million, the metropolitan area centering in Los Angeles has more than reached the limit of its recreational resources and is seeing them diminish in actual extent.

Our people have been forced to go farther and farther out for outdoor recreation. Many Los Angeles people have tried to avoid the congestion on local beaches by going into Orange County and to the Ventura County beaches, and are now finding that even many of these are being subdivided and fenced off.

A survey of the situation shows that several county governments and sixty incorporated cities are involved in the jurisdiction of the problem.

There is no agency with sufficient authority and means of financing to undertake a comprehensive program for beach and park acquisition and improvement in a manner adequate to fulfil the need. There is no means for co-ordinated action on the part of existing governmental units.

In 1915 Los Angeles County faced a problem similar from the governmental standpoint. That was the flood control problem. The only adequate means which could be devised for its solution were found in the creation of the Flood Control District—a unit of administration and financing that is co-extensive with the problem.

It functions as a unit throughout the whole region affected, although that includes forty-three municipalities with interspersed unincorporated territory under direct control of the Los Angeles County government.

A similar solution would seem advisable in the matter of securing and maintaining beach frontage for public use, as well as of the establishment of mountain recreational areas and parks of regional interest in the intervening territory.

The suggestion of such a solution emanated as a definite movement from the Regional Planning Commission of Los Angeles County. Various city and civic authorities have been participating in its evolution.

A two months trip by the writer throughout the country early in this year, while inquiring into all phases of city and regional development, was devoted especially to a study of the regional or metropolitan park problem.

Particular attention was paid to the possibility of the use of regional districts as above referred to. In three cases in particular, Chicago, Boston and Cleveland, such districts were found functioning and achieving notable results.

The next question in the minds of those working on the Los Angeles problem was that of the extent of such a district for this territory. Heretofore, all regional work had confined itself within Los Angeles County limits; but here was a problem of more than county-wide interest.

The announcement of the bare idea of a regional park and recreation district at once brought expressions of interest from civic leaders in adjacent counties. Series of meetings have been held in explanation of the proposal.

Committees in the matter have been appointed in Ventura and Orange Counties, in each case a member of the Board of Supervisors serving with the committee.

Civic and municipal leaders in the extreme southwest portion of San Bernardino County are taking the first steps for a similar committee from that portion of their county.

These committees will meet in joint session with similar committees now in existence in Los Angeles County to determine the details of the entire project and to decide whether it shall be undertaken upon an inter-county basis.

The territory suggested, Ventura, Los Angeles and Orange Counties, with a small portion of San Bernardino County, would seem to constitute a logical regional unit from the recreational standpoint.

It contains within it the areas which would be benefited by the development of the recreational facilities which would be readily available to the average citizen.

Mountain park areas approaching in beauty and grandeur anything to be found elsewhere in the State, parkway drives and river lands of beauty, wide expanses of beaches—all these are available in this territory.

And it is only by means of joint action that they can be developed, or even preserved in the face of encroaching development.

An inter-county district as suggested would be administered by a governing body representing the counties included. The district would have powers as a legal entity and would be enabled to acquire and develop beach and regional recreational lands.

Full protection would be given to municipal rights in order that there would be no interference with city authority in park development.

The district would be financed by a levy which has been suggested at the figure of one mill on the dollar. Issuance of long term bonds could also be provided.

The administration of such a district would be found to be on a high plane of efficiency and integrity. No branch of public service calls for a higher degree of service or secures a finer type of citizenship in its administration.

This has been borne out in local experience and is attested to by the park service throughout the country. No finger of accusation or question ever has occasion to be directed toward those in this splendid line of public work.

A regional or metropolitan park and recreation district for this territory would be created by a specific act of the Legislature, as was done in the case of the Flood Control District.

Such procedure has received judicial approval and is well tested. The act for the creation of the district is now being drafted for presentation at Sacramento next January.

Every citizen of the territory affected should be convinced of the necessity of the project. Only thus can our pre-eminent recreational advantages be conserved. Only thus can we maintain our beaches for public use. Only thus can we continue to declare to the Nation that we are the playground of the world and the land of the outdoors.

The Charles Weeks Poultry Colony

Near Owensmouth, Cal.
Founded by Charles Weeks

When I awake in the morning at the sound of cackling hens and look out upon the trees, vines and flowers sparkling in the early sunshine of my ONE-ACRE FARM there comes to me a feeling of stability, of strength, a quiet peace and harmony that is so satisfying. I need not jump out of bed with a rush to swallow breakfast, catch the car and punch the time clock. I just lie still a few moments and count my blessings, for in this little one-acre paradise which I have created I have every good thing growing which God gave for the comfort of man.

My hens are eating and laying and singing, my garden overflows with crisp vegetables, my trees and vines are spreading, and surely I live the abundant life. No environment in all the world is so conducive to man's natural, healthful development. Poets, philosophers and sages have received inspiration in their gardens from the beginning of time. The calm, peaceful, serene life in a garden home gives more real joy than the artificialities of the restless city.

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The greatest recommendation my work can have is to be imitated. Therefore, see me in person before locating.

I Lecture
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Every Wednesday, 8 P. M.
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DIRECTIONS TO WEEKS' ONE-ACRE FARM AND COLONY: Take Pacific Electric at Fourth and Hill Streets in Los Angeles for Owensmouth, in the beautiful San Fernando Valley, and have the conductor put you off at the CHARLES WEEKS POULTRY COLONY, one mile east of Owensmouth and twenty-five miles from the center of Los Angeles. Or drive by auto from Hollywood through Cahuenga Pass to Van Nuys, thence eight miles west on Sherman Way to the CHARLES WEEKS POULTRY COLONY.

If you cannot come, WRITE FOR LITERATURE. Address Charles Weeks, Owensmouth, California.

View from No. 5 green, with the Ocean in the background

fore!

Noted Golf Critics pick Palos Verdes as future site for U. S. National Championships

Here's what they say

'Scotty' Chisholm, Golf Editor L. A. Evening "Express" says:

"If the United States Golf Association is looking for a place to stage a coming National Amateur Championship Palos Verdes is the place. Golfing pilgrims go to St. Andrews to play the famous 'road' hole; others visit North Berwick to see the 'Himalaya' hole, and the 'Alps' on the old Prestwick links—now we shall expect them to come west to see and play both the fourth and the fifteenth at Palos Verdes."

E. W. Krauch, Golf Editor of the L. A. Herald says:

"Palos Verdes is a real masterpiece in golf course construction. We do not hesitate to say that it is certain to be the site for future national competition. Palos Verdes is a course that will test the skill of the greatest golfers in the land. Every hole is a feature hole, and most links have but two or three in eighteen."

Sherman Paddock, Editor and Publisher "Country Club Magazine:

"Palos Verdes is the best test of golf I ever saw. I know of no course where accuracy has so great a reward, and inaccuracy more deserved penalties. I feel confident that the United States Golf Association would heartily approve Palos Verdes as a place for national championships."

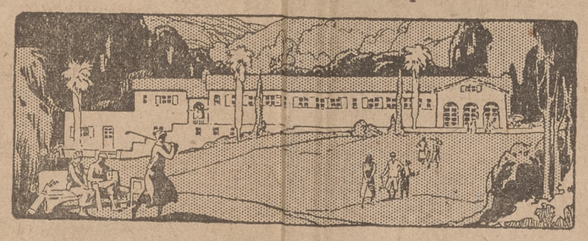
GOLFERS!—Palos Verdes offers you California's most picturesque and sporty Golf Links as one of the privileges you will enjoy as a resident of the New City. You will have the finest and the only all-grass 18-hole seaside links on the coast between Del Monte and San Diego—you will have magnificent, wide, grass fairways—perfect natural hazards—a superb ocean view from 14 greens—the use of a $60,000.00 Club House—all this will be yours when you are living in Palos Verdes.

Other residential communities have Golf Courses—Los Angeles is already well favored in this direction—but it has fallen to Palos Verdes to develop, from natural hazards, the ideal 18-hole links. Links that golfing enthusiasts have compared with internationally-known courses.

Here every hole is a feature hole that will test the skill of the greatest and yet be within the possibilities of the average player. A course originally designed by nature, improved and developed by Golf Architect Billy Bell and dedicated by the Palos Verdes Project for the residents of the New City by the Sea.

You will never be able to buy a membership in the Palos Verdes Golf Club, because ownership is exclusively vested in Homesite owners, to have and to hold in perpetuity. It is part and parcel of the general improvement program, which in its design and scope is second to none of its kind in America. Other community developments are three Business Plazas, 'La Venta' (a Spanish Roadside Inn) a Club House, 457 acres of Parks and Playgrounds, School Sites, Church, Theatre and Civic Sites—besides 60 miles of good roads and the usual basic improvements, now installed.

You owe it to yourself to come down and see what is being done for you in Palos Verdes. Compare the location and the climate. Visualize the future and then see if it isn't just about what your idea of the Premier Residential City of California should be.



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LONG BEACH—D. P. Marvin, 242 East First St., *Phone 636-476* ☙ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone 5005* ☙ TORRANCE—Gilbert, Hansen & Page, *Phone 166* ☙ PALOS VERDES—Office near entrance Malaga Cove District ☙ POMONA—Tolton Company, 285 N. Garey St. ☙ SAN PEDRO—A. M. Ferguson, 495 7th St., *Phone 1012-W*

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ONE ACRE $625

Equal to SEVEN CITY LOTS. Deep, rich soil. Plenty of WATER piped to land. Splendid for poultry or week-end home. Pay $62.50 cash and $10 monthly.

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Best NORCO soil. Ideal for poultry, berries, fruit, vegetables. Plenty of WATER piped to property line. WATER SHARES with LAND. Terms 10% cash and $10.50 monthly.

FIVE ACRES $2500

Room enough for big paying poultry plant. Fine for berries, deciduous fruits or vegetables. Splendid income can be made. WATER piped to land. 2000 cubic feet $1.00. WATER for irrigation correspondingly low. Terms $50.00 per acre cash and $5.00 per acre monthly.

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NORCO SERVICE is complete. Fully equipped ranch department. Home, farm and poultry advisor—a fine free service, making success more certain.

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A limited number of homes financed upon very liberal terms. Poultry plants built and equipped to order, on terms.

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(2) East on Whittier Boulevard through Whittier to Fullerton, Placentia, Atwood, Santa Ana Canyon and Corona.

If you prefer, picnic in NORCO Pavilion or in groves on banks of Santa Ana River at NORCO.

Detach and mail coupon for map and folder. (Exam.)

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Owners and Subdividers of
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Ad. No.

Space

Page

Boston Herald Golf Knickers and Club Moose Open

Title sent, next!

Date

Appeared in

L. H. Ex. Express. Nov. 12-1924

Page 1/2

Ad. No.

Space

Page

Fore Notes Golf Circle

Title

Date

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Sunday Sun Pict. 11/22/24

Trade *Upstairs* and Save $10

Originated by Foreman & Clark—nationalized by Foreman & Clark

Owning and operating upstairs stores from coast to coast

Five great factories in New York and Pennsylvania

Utilizing and directing
14 woolen mills
2 sponging plants
3 cold-water shrink plants.

$35 GUARANTEED SUITS AND OVERCOATS

SECTIOVEMBER 16, 1924

APER FOR PEOPL

Is Health Endangered by Defective Plumbing

some homes and buildings, wners are taking chances with the health of occupants nstalling defective batntuos, tories and toilet bowls," said G. Schneider, official of the Washton Iron Works, Los Angeles, anufacturers of plumbing fixtures, sterday.

"Reputable plumbers tell us that hey are continually being called in to repair second grade fixtures, for after a few months of use, a second grade fixture frequently develops a serious crack or chips or peels.

"It is then the painful duty of the plumber to explain that porcelain enameled fixtures cannot be repaired. It is necessary, if the defect is of any size, to entirely rip out the fixture and replace it with first grade material.

"If chipped, cracked, defective fixtures are permitted to remain in the house, disease germs and filth quickly gather in these crevices and the unsanitary condition which arises is a positive menace to health.

TO EDUCATE PUBLIC

"It is to protect the public from misrepresentation in plumbing fixtures that we have inaugurated a publicity campaign, backed by all the reputable, licensed plumbing merchants, to inform everyone about the difference between first and second grade fixtures. We are urging buyers to insist on guaranteed fixtures.

"Second grade fixtures cannot be guaranteed, for they are defective from the first. But the buyer who gets first quality fixtures is protected by a life time guarantee which agrees to replace, free of charge, any fixture which develops defects.

"Reputable manufacturers are now marking all second quality fixtures with the words 'second grade' acid on the enamel. This is to warn you that the fixture is defective and will not stand up.

"And in order to prevent exorbitant profit taking, the reputable dealers are publishing the prices on both first and second quality fixtures.

ASK FOR ADVICE

"Reputable manufacturers think so little of second quality ware that they usually smash them up, rather than sell them.

"If you will visit the plumbing shop in your neighborhood, your plumbing merchant will quickly show you the difference between first and second quality ware and prove to you that you would lose money by getting a second even at this low price.

"Before you take chances on your plumbing fixtures, let a reputable plumbing dealer tell you what the correct prices are on first and second grades. This will protect you from paying too much for a poor quality fixture, masquerading as a first grade article."

Burbank Is to Have Creamery

Representing an investment of $65,000, the new Martinussen Creamery on East Main street, Burbank, expects to be ready for operation early in December.

Machinery is arriving daily and is being installed as the builders of the plant put the roof on the building.

Included in the plant will be ice manufacturing machinery and a garage for the accommodation of a fleet of twenty-six automobiles and trucks that will be engaged in the service of the new industry.

The machinery, representing the last word in sanitation, is being installed at an expense of $36,000, while the buildings will cost $20,000.

TO ARTISTIC

LD HOUSE PLANS: Second floor above, fir floor below

REMODELED H only, sec

"A Sa fathe wedd

In this wa architect sum America's mi

When all is old-fashioned sions do res highly ornam of frosting.

And the or the eye as th

But the ho day were buil and they lend marked impr of the remod

CHANGE IN

The alread quire little a able results reworking th

Such a "w shown in the this article.

As shown tion, the ow complish wo comparative

The ridic ungainly roo with. A pi eaves has glazed sun at each end, proportions

WHAT IS

Over the tractive shin brackets. now stucco either side plete the art

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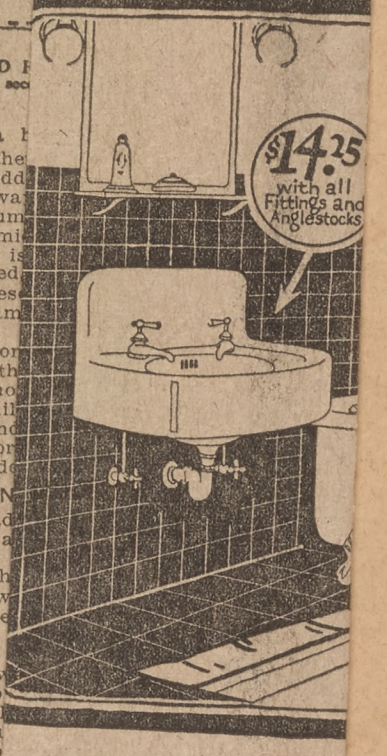
There are improved ol their pristi

because the fixtures are built with a guarantee! bility.

Beams we tions were s were driven

As a result



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...uild or ...Demand ...n Your ...ures...

...or real estate ...ime guarantee ...ned by manu- ...e fixtures are ...e you a guar- fixtures are a guarantee! bility.

Builds This Double

Ad. No. fore 1

Title

Appeared in L.A. Exam. Date Sun. Nov 16-1924

Space 6/18

Ad. No. _____

Palos Verdes Golf Club Opens Nov. 15-24,
Title

Appeared in Date
Armistice Ball Program Nov. 11, 1924.
given by Disabled Veterans
of the World War Post No. 1.

Space Back Page.

Palos Verdes Golf Club Opens Nov. 15

Next Saturday the finest Golf Club in California will be open for play. A fine Club House built by the Project as part of the general improvement scheme on this date will be dedicated to the residents of Palos Verdes—the New City!

PALOS VERDES
The New City

General Office: Lane Mortgage Building
HENRY CLARK, Sales Manager
Bank of America, Trustees

Ad. N
Fore !
Titl
Appeared in
Torrance Her
Space Page

These Ads Will Bring Results for you, too

Or inquire of Mrs. H. R. Seckler, 3045 Sun St., Lomita. Her little daughter lost her pretty new fall hat. Mrs. Seckler advertised in these columns for its return and received it the following morning.

Or say that the stove was sold so quickly that the ink on the paper could scarcely have had time to dry!

SCHOOL NEWS

HARBOR CITY COMMUNITY
Methodist Episcopal
W. L. Summers, Pastor.

Sunday school, 9:45 a. m. A service, morning service, 11 o'clock. Special music. Subject of sermon, "Three Great Elements in Religion."

Evening service, 7:30 o'clock. Evening subject, "An Endurance Test."

Epworth and Junior League at 6:30. Come street the new members.

Church training night Wednesday. Supper at 6; devotional hour, 7; classes at 7:30. Friday

Choir rehearsal at 7:30 Friday

Bible study class Tuesday, 2:30 p. m.

Mid-week prayer meeting Wednesday, 7:30 p. m. A meeting for prayer and testimony.

The Sunday school registered a large attendance last Sunday. Come and enjoy the gospel lessons we are now studying.

Intermediate C. E. Topic, "Stewardship: Our Prayers for Christ's

The parents of Torrance will be glad to hear that Miss Edith Lay has been appointed a playground supervisor. She will be in charge of the school grounds on Monday and Tuesday from 7:45 to 9 a. m. and 12:15 to 1 p. m., and on Wednesday, Thursday and Friday from 3 to 5p. m.

two months he spent many pleasant spread at the level ... yardarms he spent many pleasant days adjusting sky sails on the fore, main and mizzen masts. To say nothing of the other stunts he thought up for the new pictures. It is reported that some of the great personal risk for some of the scenes, so that audiences might have a real thrill. One thing is sure, future appliants for the job of deep-sea diving will decrease very much, for anyone seeing Buster don a suit and go down in "The Navigator" is likely to feel rather timid about trying it himself.

30 Wanted to Buy

WANTED—To buy beef cattle and veal. Trailer for rent. Geo. W. Gillespie, P. O. Box 315, Ingelwood, Calif.

WANTED—Real estate. List your properties with the Neill Realty Company.

WANTED — Real estate listings. Haynes Realty Co., phone 178-R. S-29-tf

33: Real Estate: Improved

FOR SALE—Fine corner lot with large 5-room house and double garage, only $5300; $500 cash and balance easy terms. Also other bargains. Hemmit Realty, 1503 Gramercy.

for LOMITA, and for
automo-

27 Help Wanted: Female

FOR SALE—Two ... 16, well made, ... $35 each. 1230 Cedar Ave., or P. O. Box 503, Torrance.

WANTED—Middle-aged woman for general housework; steady work for competent woman. Apply 2259 Redondo Blvd., Torrance.

Leases, Royal-
Opportunities
Houses, Furnished
Apartments and
Flats, Furnished
Rent: Rooms, Unfurnished
Rent: Apartments and
Flats, Furnished
Rent: Rooms, Furnished
Rent: Rooms, Unfurnished
Rent: Garages
Rent: Stores and Offices
Rent: Furnished or Unfurnished
Board and Room
For Sale: Automobiles and Accessories
For Sale: Furniture and Household Goods
For Sale: Horses and Livestock
For Sale: Miscellaneous
Help Wanted: Male
Help Wanted: Female
Help Wanted Male and Female
Situations Wanted
Wanted To Buy
Wanted: Miscellaneous
Real Estate: Improved
Real Estate: Unimproved
Real Estate, Leases, Royal-

24

Additional Classified

J—REAL ESTATE J—REAL ESTATE
(64) Display Classified (64) Display Classified

WHY PAY RENT?

Only $3500—Easy Terms

THREE-ROOM BUNGALOW practically new, near Pacific Avenue, paving and sewer in and paid.

$5000—Terms

FOUR-ROOM BUNGALOW, 2 bedrooms, modern features, large lot, good neighborhood. This place greatly reduced in price.

Property

J—REAL ESTATE J—REAL ESTATE
(64) Display Classified. (64) Display Classified.

$2600

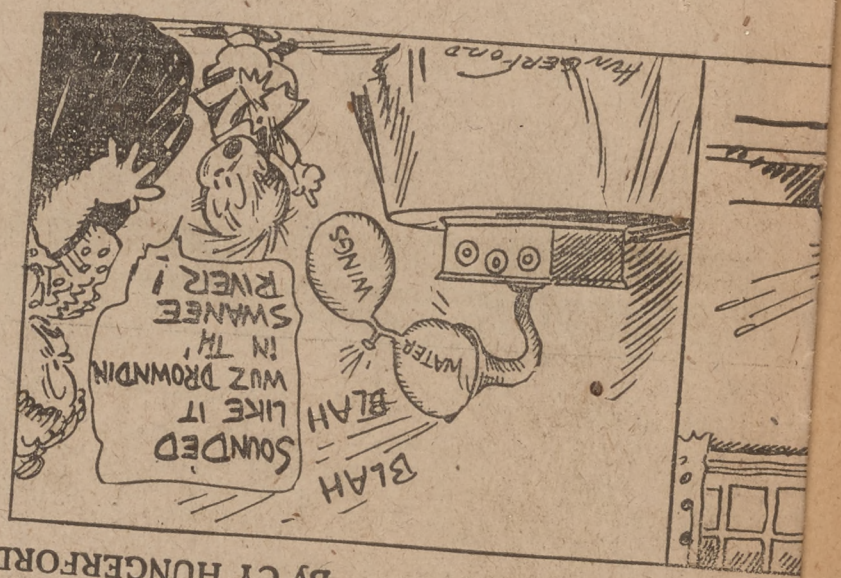
NEW, 3-ROOM, modern, plastered Bungalow, located at 614 Su land street. Only $150 cash, the balance $35 per month. No est or taxes for one year.

Is Your Real Estate Broken a REALTOR?

HOME REALTY CO.
REALTORS

Phone 1734 454 Sixth

J—REAL ESTATE J—REAL ESTATE
(75) For Sale—Country



By CY HUNGERFORD

By EDWINA

Vessels Arriving Today

Saturday, November 22

Str. Harvard (Dahlgren), San Francisco; passengers and general cargo. Berth 153.

Dutch Ms. Eemdyk, from San Francisco; to take passengers and general cargo for joint service Royal Mail and Holland-American lines. C. J. Lehman, local agent.

Tank Str. Hagan, from Baiboa; in ballast to load oil for Struthers & Barry, Inc.

Ms. Sierra, from Puget Sound; lumber cargo for S. S. Freeman Co.

Str. San Diego, from Portland; lumber cargo for Hartwood Lumber Co.

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Puget Sound for Royal Mail Steam Packet, C. J. Lehman, local agent; called for bunkers. Berth 187.

Str. Emma Alexander (Halvorsen), San Diego, 6:50 a. m.; passengers and general cargo for Pacific Steamship Co. Berth 153.

Vessels in Port

See Port Index for Berth Locations.

Active Ships

Admiral Evans, Str. (153).
Brookdale, Str. (73-W).
Broad Arrow, Tank Str. (107).
Cathwood, Tank Str. (150).
Cricket, Str. (73-B).
Claremont, Str. (38).
Calawali, Str. (156).
Daisy Putnam, Str. (224).
Daisy, Str. (37).
Emma Alexander, Str. (152).
Elcano, Spanish Tank Str. (anc.)
Fairfield City, Str. (180).
Francis E. Powell, Tank Str. (150)
Horace Luckenbach, Str. (233).
Kermit, Str. (157).
Kentuckian, Str. (176).
Lubrico, Tank Str. (98).
Manchuria, Str. (158).
Mojave, Tank Str. (16).
Murex, Tank Str. (167).
Merlcos H. Whittier, Tanuk (119)
Nome City, Str. (90).
Nichteroy, British Str. (187).
Ohioan, Str. (176).
Rose City, Str. (178).
Siskiyou, Str. (74).
Salina, Tank Str. (160).
Santa Maria, Tank Str. (107).
Silver Shell, Tank Str. (241).
Stanwood, Str. (198).
Thomas Crowley, Str. (224).
Watertown, Tank Str. (119).
Wm. G. Warden, Tank Str. (247).

On Schedule

Avalon, Str. (185).

Pleasure Craft

Casiana, steam yacht (anc.).
Oneida, steam yacht (anc.).
Sultana, Steam Yacht (anc.).

Motion Picture Craft

Dauntless, Sch. (Long Beach).
Esther Buehne, Sch. (41).
Fox, Sch. (Long Beach).
Sequoia, Aux. Sch. (41).

WIRELESS REPORT

Str. Sujerseyco, Newark, N. J.; to George T. Darragh, agent; expected to arrive 3 p. m. today; docking at Berth 54 (RCA).

Tank Str. La Placentia, Antofagasta to Union Oil Co.; expected to arrive 8 a. m. Wednesday; docking at Berth 150 (RCA).

Tank Ms. Los Alamos, Seattle to General Petroleum Corp.; expected to arrive 6 a. m. Monday; docking at Berth 240 (Federal).

Str. Dorothy Wintermote, Tacoma to Pamarino Lumber Co.; expected to arrive 12 noon Tuesday; docking at Berth 55 (Federal).

Str. Ernest H. Meyer, Tacoma to McCormick Lumber Co.; expected to arrive 6 a. m. Monday; docking at Berth 195 (Federal).

Str. Olympic, Puget Sound to E. K. Wood Lumber Co.; expected to arrive 3 a. m. Monday; docking at Berth 74 (Federal).

Str. Catherine G. Sudden, Grays Harbor to Sudden & Christensen, Inc.; expected to arrive 6 a. m. Monday; docking at Berth 73 (Federal).

Tank Str. John D. Archbold, New York to Standard Oil Co.; expected to arrive 6 a. m. Thursday; docking at Berth 98 (Federal).

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Get your Xmas Cards early. Fine assortment at The Daily Pilot office. 32-tf.

Jack Brady, who for the past year has been foreman in charge of stevedores employed at the Outer Harbor Dock and Wharf company, has left the employ of that concern to go into the custom brokerage business in Los Angeles. Before coming west Brady put in years of service at the big Bush Terminals in Brooklyn, N. Y. Under Brady's supervision the stevedoring at the outer harbor has reached the highest stage of efficiency in its history.

Ralph Bennett, superintendent, has not appointed a successor to Brady, but one is expected to be named next week.

Two ships that have been in trouble, one in the north and the other off Mexico, will reach port tomorrow and Monday, according to latest radio advice. The Latin American liner Romulus, which was drifting about helpless with a broken propeller shaft off Point Telmo, coast of Mexico, three days ago, will report tomorrow. She is being towed by a tug.

The Isthmian liner Chincha towed the Romulus a part of the way and then abandoned the tow in favor of the tug chartered for the purpose.

From the north Pacific comes the Georgina Ralph on Monday after an exciting experience near the mouth of the Columbia river, where she went aground earlier this week and was battered about for several hours. Nobody was injured and the cargo was not damaged.

The Royal Mail Steam Packet line freighter Nicteroy will arrive today from Liverpool in ballast to take bunkers here before proceeding to north Pacific ports, where she is to load fresh fruits, chiefly apples. The fleet of steamers engaged in taking a portion of the northwest apple crop to Europe are practically all calling at the local harbor to replenish their fuel supplies.

The motorship Silverlarch of the combined Roosevelt-K round-the-world line is due tomorrow from Europe, en route to the east coast. She is the fourth of the Globe-circling speed freighters of this line to visit the harbor and will take on fuel and supplies here.

Two ships that have been in

Pilot Date Nov. 22-24

Ad. No.:
Palos Verdes Golf Club Opens Nov. 15-24,
Title Date
Appeared in Armistice Ball Program Nov. 11, 1924.
— given by Disabled Veterans of the World War Post No. 1.
Space Back Page.

If so, get into the best paying business of today. Earn $150 to $300 per month. Learn by practical methods on all up-to-date equipment. We help students earn room and board. We assist graduates to good paying positions.

Practical Courses in
Auto Mechanics — Advanced Ignition
Tractor Engineering — Battery Building
Vulcanizing — Machine Shop Work

Write today for FREE 12-PAGE CATALOG

National Automotive School

Figueroa Street and Santa Barbara Avenue

Twenty-one Years in L. A.

Visitors Welcome

View from No. 5 green, with the Ocean in the background

fore!

Noted Golf Critics pick Palos Verdes as future site for U. S. National Championships

Here's what they say

'Scotty' Chisholm, Golf Editor L. A. Evening "Express" says:

"If the United States Golf Association is looking for a place to stage a coming National Amateur Championship Palos Verdes is the place. Golfing pilgrims go to St. Andrews to play the famous 'road' hole; others visit North Berwick to see the 'Himalaya' hole, and the 'Alps' on the old Prestwick links—now we shall expect them to come west to see and play both the fourth and the fifteenth at Palos Verdes."

E. W. Krauch, Golf Editor of the L. A. Herald says:

"Palos Verdes is a real masterpiece in golf course construction. We do not hesitate to say that it is certain to be the site for future national competition. Palos Verdes is a course that will test the skill of the greatest golfers in the land. Every hole is a feature hole, and most links have but two or three in eighteen."

Sherman Paddock, Editor and Publisher "Country Club Magazine:

"Palos Verdes is the best test of golf I ever saw. I know of no course where accuracy has so great a reward, and inaccuracy more deserved penalties. I feel confident that the United States Golf Association would heartily approve Palos Verdes as a place for national championships."

GOLFERS!—Palos Verdes offers you California's most picturesque and sporty Golf Links as one of the privileges you will enjoy as a resident of the New City. You will have the finest and the only all grass 18-hole seaside links on the coast between Del Monte and San Diego —you will have magnificent, wide, grass fairways—perfect natural hazards—a superb ocean view from 14 greens—the use of a $60,000.00 Club House—all this will be yours when you are living in Palos Verdes.

Other residential communities have Golf Courses —Los Angeles is already well favored in this direction—but it has fallen to Palos Verdes to develop, from natural hazards, the ideal 18-hole links. Links that golfing enthusiasts have compared with internationally-known courses.

Here every hole is a feature hole that will test the skill of the greatest and yet be within the possibilities of the average player. A course originally designed by nature, improved and developed by Golf Architect Billy Bell and dedicated by the Palos Verdes Project for the residents of the New City by the Sea.

You will never be able to buy a membership in the Palos Verdes Golf Club, because ownership is exclusively vested in Homesite owners, to have and to hold in perpetuity. It is part and parcel of the general improvement program, which in its design and scope is second to none of its kind in America. Other community developments are three Business Plazas, 'La Venta' (a Spanish Roadside Inn) a Club House, 457 acres of Parks and Playgrounds, School Sites, Church, Theatre and Civic Sites—besides 60 miles of good roads and the usual basic improvements, now installed.

You owe it to yourself to come down and see what is being done for you in Palos Verdes. Compare the location and the climate. Visualize the future and then see if it isn't just about what your idea of the Premier Residential City of California should be.

New Maps Are Ready!

Fill in Coupon below and get a free copy of the New Palos Verdes Map, in seven colors showing development and position of the New City in relation to the Los Angeles Metropolitan area.

BEST ROAD—Drive to Redondo, follow Esplanade to end — direct road leads up through Palos Verdes

Homesites are still available at Original Prices—$2000 to $6000 and up.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

MAIL THIS COUPON TODAY

Palos Verdes Estates,
213 Lane Mortgage Bldg., Los Angeles
Send me booklet and full information regarding Palos Verdes—the New City.
Name .....
Address .....

PALOS VERDES—
TORRANCE
GILBERT, HANSEN & PAGE
Phone 166

General Sales Offices:
5th Floor Lane Mortgage Bldg., 8th and Spring Streets
Henry Clark, Director of Sales
Bank of America, Trustee
Telephone VAndike 2481

View from No. 5 green, with the Ocean in the background

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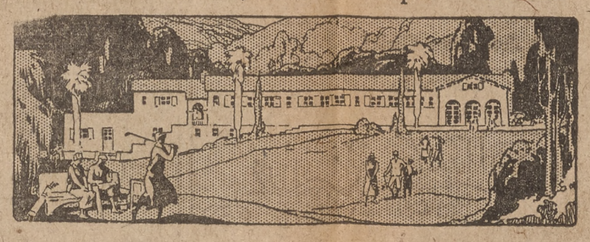

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Homesites are still available at Original Prices—$2000 to $6000 and up

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: Lane Mortgage Bldg., 8th & Spring Sts., HENRY CLARKE, Director of Sales, Bank of America, Trustee. VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., Phone 636-476. REDONDO—Howard T. Towle, Lobby Redondo Hotel, Phone 5005. TORRANCE—Gilbert, Hansen & Page, Phone 166. PALOS VERDES — Office near entrance Malaga Cove District. POMONA—Tolton Company, 285 North Garey St.

SAN PEDRO—A. M. Ferguson, Sederlund Bldg., 495 Seventh St. Ph. 1012-W

Mail This Coupon Today

PALOS VERDES ESTATES
568 Lane Mortgage Bldg., Los Angeles
Send me booklet, map and full information regarding Palos Verdes—the New City.

Name _____

Address _____

San Pedro Paper did not have time to change Eng.

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of the World War Post No. 1.

Space Back Page.

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National Automotive School

Figueroa Street and Santa Barbara Avenue

Twenty-one Years in L. A.

Visitors Welcome

View from No. 5 green, with the Ocean in the background

fore!

Noted Golf Critics pick Palos Verdes as future site for U. S. National Championships

Here's what they say

'Scotty' Chisholm, Golf Editor L. A. Evening "Express" says:

"If the United States Golf Association is looking for a place to stage a coming National Amateur Championship Palos Verdes is the place. Golfing pilgrims go to St. Andrews to play the famous 'road' hole; others visit North Berwick to see the 'Himalaya' hole, and the 'Alps' on the old Prestwick links—now we shall expect them to come west to see and play both the fourth and the fifteenth at Palos Verdes."

E. W. Krauch, Golf Editor of the L. A. Herald says:

"Palos Verdes is a real masterpiece in golf course construction. We do not hesitate to say that it is certain to be the site for future national competition. Palos Verdes is a course that will test the skill of the greatest golfers in the land. Every hole is a feature hole, and most links have but two or three in eighteen."

Sherman Paddock, Editor and Publisher "Country Club Magazine:

"Palos Verdes is the best test of golf I ever saw. I know of no course where accuracy has so great a reward, and inaccuracy more deserved penalties. I feel confident that the United States Golf Association would heartily approve Palos Verdes as a place for national championships."

GOLFERS!—Palos Verdes offers you California's most picturesque and sporty Golf Links as one of the privileges you will enjoy as a resident of the New City. You will have the finest and the only all-grass 18-hole seaside links on the coast between Del Monte and San Diego —you will have magnificent, wide, grass fairways—perfect natural hazards—a superb ocean view from 14 greens—the use of a $60,000.00 Club House—all this will be yours when you are living in Palos Verdes.

Other residential communities have Golf Courses —Los Angeles is already well favored in this direction—but it has fallen to Palos Verdes to develop, from natural hazards, the ideal 18-hole links. Links that golfing enthusiasts have compared with internationally-known courses.

Here every hole is a feature hole that will test the skill of the greatest and yet be within the possibilities of the average player. A course originally designed by nature, improved and developed by Golf Architect Billy Bell and dedicated by the Palos Verdes Project for the residents of the New City by the Sea.

You will never be able to buy a membership in the Palos Verdes Golf Club, because ownership is exclusively vested in Homesite owners, to have and to hold in perpetuity. It is part and parcel of the general improvement program, which in its design and scope is second to none of its kind in America. Other community developments are three Business Plazas, 'La Venta' (a Spanish Roadside Inn) a Club House, 457 acres of Parks and Playgrounds, School Sites, Church, Theatre and Civic Sites—besides 60 miles of good roads and the usual basic improvements, now installed.

You owe it to yourself to come down and see what is being done for you in Palos Verdes. Compare the location and the climate. Visualize the future and then see if it isn't just about what your idea of the Premier Residential City of California should be.

New Maps Are Ready!

Fill in Coupon below and get a free copy of the New Palos Verdes Map, in seven colors showing development and position of the New City in relation to the Los Angeles Metropolitan area.

BEST ROAD—Drive to Redondo, follow Esplanade to end — direct road leads up through Palos Verdes

Homesites are still available at Original Prices—$2000 to $6000 and up.

PALOS VERDES

The New City - where Home Estates cost but $2000 and up

MAIL THIS COUPON TODAY

Palos Verdes Estates,
213 Lane Mortgage Bldg., Los Angeles
Send me booklet and full information regarding Palos Verdes—the New City.
Name .....
Address .....

PALOS VERDES—
TORRANCE
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General Sales Offices:
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Ad. No.
Fore! Noted Golf Critics pick P-V-
Title
Appeared in
San Pedro Daily Pilot. Nov. 22-24
Date
Space Page -

Saturday Evening, Nov. 22, 1924

Additional Classifi

J—REAL ESTATE J—REAL

(64) Display Classified (64) Display C

WHY PAY RENT?

Only $3500—Easy Term

THREE-ROOM BUNGALOW practically new, near paving and sewer in and paid.

$5000—Terms

FOUR-ROOM BUNGALOW, 2 bedrooms, modern fe good neighborhood. This place greatly reduced i

Ad. No.
Fore!
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Appeared in
Redondo Breeze 11/28/24
Date
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...O DAILY PILOT

...CEMBER 28, 1924.

Marine In

Compiled by Marine Excha... given by lookout upon passing ... dex for berth locations.
Additional information may ... San Pedro 1046.

BERTH

Outer Harbor

Berth No.
16—General Petroleum Corp.
36-55—Outer Harbor Dock & Wharf Co.
57—S. L. Kreider.
56—Municipal High Density Cotton Compress.
58—Luckenbach Line (eastbound).
59—Mexi...

Berth No.
97-101—S... Co.

West

108-109—... building
118-120—... Oil Co.
121-123—... Lumber

Wilm...

65 FOR RENT—Apartments, ... nished

LOVELY upper apt., ocean ... linen, water, light, gas, heat, ... mo. 508 Esplanade.

APT., 1 or 2 large rms., $10 e... 217 S. Irena.

Devonshire Apts. Winter ra... new bldg., new furniture, ... water free. 227 Ave. F. Ph. 4...

CORAWOOD ROOMS, and ap... low winter rates, not and c... water, new and clean. Ph... 4118. 202½ Strand.

IN THE BEAUTIFUL PUEBL... furn. apts., winter rates; show... room, laundry, store-room, a... garage if wnted. Inquire 19... Hermosa Ave., Hermosa.

66 FOR RENT—Houses, Unf... nished

4 ROOMS, strictly modern, ext... bed. 114 S. Lucia.

ONE 2-RM. furn suite, $16 p... mo.; and one 4-room cotta... $20 per mo. Call 304 Diamon...

67 FOR RENT—Houses, F... nished

$25 PER MO.—Will rent cozy ... room house, strictly modern, i... ding water and garage, ... block from High school. 3... No. Francisca Ave.

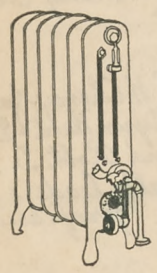
FOR RENT, SALE OR TRADE ... 10 rooms furnished. Phone 411...

68 TRANSFER AND STORAG...

SURE WE CAN STORE THE... in brick storage room. House... hold goods, pianos, etc. Redond... Transfer & Storage Co., offic... 327 Diamond. Phone 3462.

Vaquero Line. Berth 99.
Tank Str. Mericos H. Whittier (Swanson), Seattle, 6:40 a. m.; in ballast to load oil for Associated Oil Co. Berth 119.
British Str. Nichteroy (Shillitoe),

Unit STEAM Radiators



For banks, hotel lobbies, reception rooms and wherever an "aristocracy of appearance" is maintained we recommend the GAS-FIRED steam radiator.

Each radiator is an individual heating unit. There is no central heating system. May be used with vent or without.

This radiator has exclusive features which make it superior to all unit steam radiators. Ask for special literature covering these features.

COLE Floor *and* Wall Heaters

THE moment a COLE Floor or Wall Heater is lighted there comes pouring into the room a steady stream of *fresh, pure air, heated to a temperature that makes staying indoors a delight.*

COLE is the only furnace manufactured that can be installed on either the first or second floor.

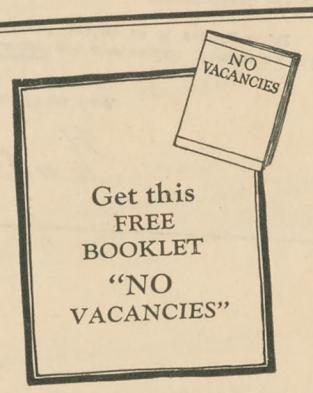
Made of heavy solid cast aluminum that can never wear off.

FLOOR TYPE

WALL TYPE

Verify these figures

VERIFY these figures for yourself. Ask the appraisal department of any bank or building loan company. Then get the figures on POTTER Heating. There can be but one conclusion: *you cannot afford to build without* POTTER HEATING.



WRITE *today for our booklet* "No Vacancies." *It is full of good ideas on how to keep your property rented 12 months in the year. A card will bring it*

unit furnace parts. It is the result of 17 years experience in furnace design. The HALL floor furnace is a big pipeless furnace. It fits between the floor joist, yet will heat up to 7,000 cubic feet.

Note the attractive square register, taking up a minimum of floor space.

RA-DO Filtering Radiators

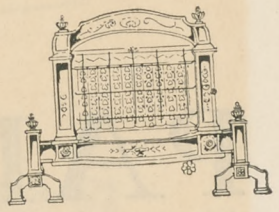
FOR healthful, odorless heat in buildings that are not equipped with vents.

The RA-DO is the finest type of *non-vented* radiator—for this reason: the fumes from the heater are *filtered* through a patented device which renders the air pure and fresh! Just as water is filtered to take out impurities, so the RA-DO filters the air, making it absolutely odorless.

POTTER Radiant Heaters

POTTER ornamental radiant heaters for fireplaces, mantles or for use in the open room are the best that money can buy.

Beautifully finished in copper, brass, nickle or statuary bronze. Built to last forever. May be used with vent or without.



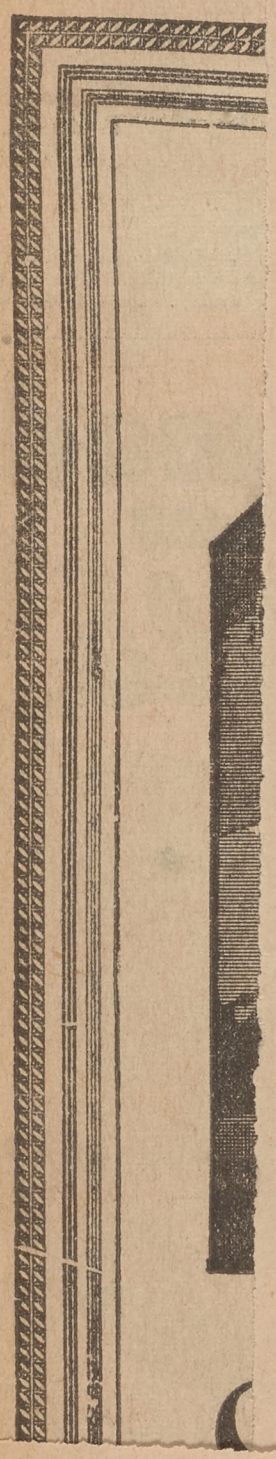
POTTER RADIATOR CORPORATION

Los Angeles Office, 5946 Pasadena Avenue. Phone Garfield 0644

PASADENA GAS APPLIANCE CO., 901-903 E. Colorado St. Phone Fair Oaks 93

EXCLUSIVE AGENTS FOR PASADENA AND VICINITY

...ridge and first terrace to re-
...esidential and business secti



safe and sane way to burn gas and that is when it is completely housed in a combustion chamber where there is absolutely no escape of any of the products of combustion, except through a chimney or a properly constructed flue.

This is done in our modern and up-to-date gas furnaces, installed in the cellar.

They are so constructed that nothing but volumes of pure warmed air go into the rooms, warmed only by the heat that is radiated through the walls of the combustion chamber and is absorbed by the current of air passing over the radiating surface.

FUMES FROM GAS

It makes no difference what kind of a gas heater you use, just as long as it is installed and used in a room occupied by humans, it is dangerous. And the ones that are the least noticeable as to fumes are the most dangerous, as perfect combustion throws off the most dangerous and poisonous fumes.

These fumes, being in the form of carbon dioxide, are odorless and tasteless and are not detected except by the trained mind.

This includes vented heaters as well as open flamed ones, unless the vent flue up through the house is of sufficient size and draft velocity adequate to carry off all the products of combustion.

The vent flues should run above the highest part of the roofs, or

...but may cause explosions and fire.

Ovens on cook stoves are often used for heating purposes when there are no other conveniences at hand. This practice is worse than all the others put together, because there is a greater volume of carbon monoxide emitting from them.

This gas is heavy when cooled and will fall to the floor. If children are playing on the floors they are the first to complain of headaches and sore throats.

PROPER METHOD

There can be no healthier heat produced than by a gas furnace of proper construction and properly vented. A good gas furnace will not burn except when properly vented, as the products of combustion must be taken off of the flame and out of the combustion chamber just as fast as they are formed.

Otherwise condensation is produced, which mixes with the sulphur in the gas, thus producing a diluted form of sulphuric acid.

This deposits on the inner walls of the combustion chamber and rots out the interior. It makes no difference what kind of material is used or how thick, it will rot out in time.

However, there are furnaces on the market which have the combustion chamber built of real radiating material, black iron, that does not have this evil of condensation, and because of this fact, they are naturally long lived, economical and serviceable.

Questions About Home Building

(Conducted by the Builders' Exchange of Los Angeles.)

PAINT APPLICATION

Question—Is paint applied with an air brush, or spray, satisfactory for home building?

Answer—Yes, providing the paint is properly mixed and contains the necessary ingredients to insure quality paint. However, this method is not used to a great extent on small house jobs. It is used extensively on large buildings and is economical by reason of the rapidity with which it can be applied to large surfaces.

* * *

TILE FLOOR COST

Question—What is the cost of having a tiled wainscoting and floor put in bathroom?

Answer—The cost of labor and material for tiling depends upon the quality of both material and labor. The usual cost for satisfactory work of this character is approximately $1.50 per square foot. Would suggest that you get in touch with reputable contractor and to have him submit samples and quote you on the particular work you have in

...that my home shall be completed within ninety days from the date of the signing of contract. It is now more than thirty days past completion date and still unfinished. What action can I take to force the contractor to hurry the work along?

Answer—If your contract does not provide for a penalty unless the building is completed within a specified time the only action that is left to you is that of civil suit to recover any possible damage you may have received by the work not being completed within the time limit of the contract. It is poor policy as a rule to attempt to recover damages in such a suit.

* * *

CONFORMING TO ORDINANCE

Question—My contractor has furnished me with plans and specifications for constructing my home. Is it safe for me to take his word that they conform to the building ordinance of Los Angeles?

Answer—Had you employed an architect you would have had a set of plans that without doubt would ...comply with all the city

...look is increasing ...ing to David W... ...of the Woodhead ... who returned y... ...meeting in that ci... ...nine," governing ... Hoos, lumberme... ...ganization.

"The lumber b... ...up throughout t... said Mr. Woodhea... ...tone of optimism ... yellow pine mark... advancing.

"This usually ... Northwest quickl...

"Chicago, pivot... trade, shifts buyi... to the Northwest, ... low pine prices a...

Mr. Woodhead ... nix, Ariz., on his ... delighted with c... found them there...

"Maricopa Cou... tire district is ... stride," he said.

"The progress n... try south of Pre... Mesa and Chand... tion to me. There... of rapid recovery ... due to the cotton ...

"The improvem... permanent, for th... being replaced b... with ten, twenty ...

The main busi... Hoos' "supreme n... Woodhead is one, ... of the ritual, w... plished satisfacto...

With the nine ... ancients," or past ... the order. The ... ing as a fun mak... veloped into an ... of the lumber ... plained.

Publicati... Office

A new monthl... voted to the office ... of the Pacific Coas... scraper," will ma... this week, accordi... secretary of the ... Owners and Man... of Los Angeles.

The new magaz... in page size to S... Business, the orga... of Commerce, and ... cations. Mr. Kent ... and publisher.

Among the c... first issue will be ... nall, city planning ... Hallman who ...

Ad. No.

Doing things right

Title

Appeared in L. A. Exam.

Date Sun. Nov. 30-1924

Space 6/18

...ker Service

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...Walker

...& CONSTRUCTION ...NY

...ckels Building ...ngeles

...for a one-story ... Pomona for the ...eat Indicator Co. ... the architect.

Protect Yourself—Buy Only from

A Los Angeles manufacturer of plumbing fixtures—the Washington Iron Works—has prepared and paid for this advertisement in behalf of reputable plumbing merchants who are anxious to have the public know the truth about the quality of plumbing fixtures. Washington Fixtures—bearing a lifelong guarantee—are installed in the West's finest buildings and homes, including the Biltmore Hotel, Rosslyn Hotel, Pacific Finance and Pacific Mutual Buildings, Chamber of Commerce, Beverly Hills Hotel and others.

Bungalow laundry tray, supported on concealed wall hanger, is guaranteed for life by the Washington Iron Works and your dealer. Porcelain enameled, size 20" x 24", without fittings, $13.80.

All prices F. O. B. Los Angeles Plumbing Stores

You Must ...

While others may be interested only in g... hood plumbing store gladly assumes a perma... operation. He is always subject to your call... this store every day—and he knows he must ... neighbors.

Because he wants to maintain his repu... overcharge. He makes a smaller percentage ... fixture prices are clearly established. You ... value from your neighborhood plumbing stor...

Save Mone...

You are much more likely to save money ... His prices are now the lowest in years. He ... you many savings. He'll take an interest i... information on plumbing fixtures.

...antee, signed by dealer and manufacturer, a... You get no guarantee when you buy second...

Ad. No.
Palos Verdes is an Object
Title
Appeared in
Homecraft
Space Page

Ad. No.
Palos Verdes is an Object Lesson
Title
Appeared in Homecraft
Date Nov. 1924

Copy for Scrap Bk

"Palos Verdes
is an object lesson for the whole country"
—says National Conference on City Planning

Back Cover Page.

GEORGE B. FORD, President
FLAVEL SHURTLEFF, Secretary

NATIONAL CONFERENCE ON CITY PLANNING
130 EAST TWENTY-SECOND STREET
NEW YORK CITY

RECEIVED MAY 19 1924 ANS

May 15, 1924.

General Manager,
Palos Verdes,
Los Angeles, Calif.

Dear Sir:-

I am exceedingly sorry that I did not have a chance to see you before I left Los Angeles and tell you in person how much I appreciated the opportunity of visiting your unique undertaking at Palos Verdes.

Every member of the National City Planning Conference with whom I talked was most enthusiastic about Palos Verdes. They all seemed to feel that it marked a new departure in town building - that it is just the sort of place that they would like to live in themselves.

It was obvious at a glance, that it is unique among possible sites anywhere in the Los Angeles district and it was also obvious to the trained city planner that you are making the most out of a difficult problem; that is, adapting ocean and hillside sites to an attractive and even intimate development.

In this well worth while undertaking we believe you are succeeding in a remarkable degree.

We were also particularly struck with the amount of open space which you are preserving for common use and we are glad to know that you are finding it economically profitable to leave so much common open space as it will serve as a splendid example to us in trying to do likewise in other cities.

We were particularly impressed with your art jury with its ample endowment. Our experience tells us that yours is the first subdivision where the best architectural and landscape talent has been placed permanently in absolute control of the quality and character of every detail of the development.

Palos Verdes is an object lesson for the whole country and I assure you we warmly appreciate the opportunity you gave us of studying it.

Very truly yours,
Geo B Ford

GBF/SR

PALOS VERDES ESTATES
549 Lane Mortgage Bldg., Los Angeles
SEND me booklet and full information regarding Palos Verdes—the New City
Name
Address

So have over 3000 others - who have bought Homesites!

A "Success" of now over Ten Million Dollars

One acre in every four — for Parks etc.

A new Residential City - where Beauty wins over Commercialism

So well adapted that 60% of all Lots have an unobstructed Ocean view

"Us" meaning the National Conference on City Planning

C.H. Cheney - Jay Lawyer
Myron Hunt - D.C. Allison
and Robt. D. Farquhar
all leaders in their profession

Same opportunity is yours! —
Private Autos leave the Lane Mortgage Bldg.
Daily - 9.30 A.M.
Phone for a reservation

PALOS VERDES
The New City - where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5TH FLOOR LANE MORTGAGE BLDG., 8th & Spring Sts.
HENRY CLARKE, *Director of Sales,* Bank of America, *Trustee.* *Phone* VAndike 2481

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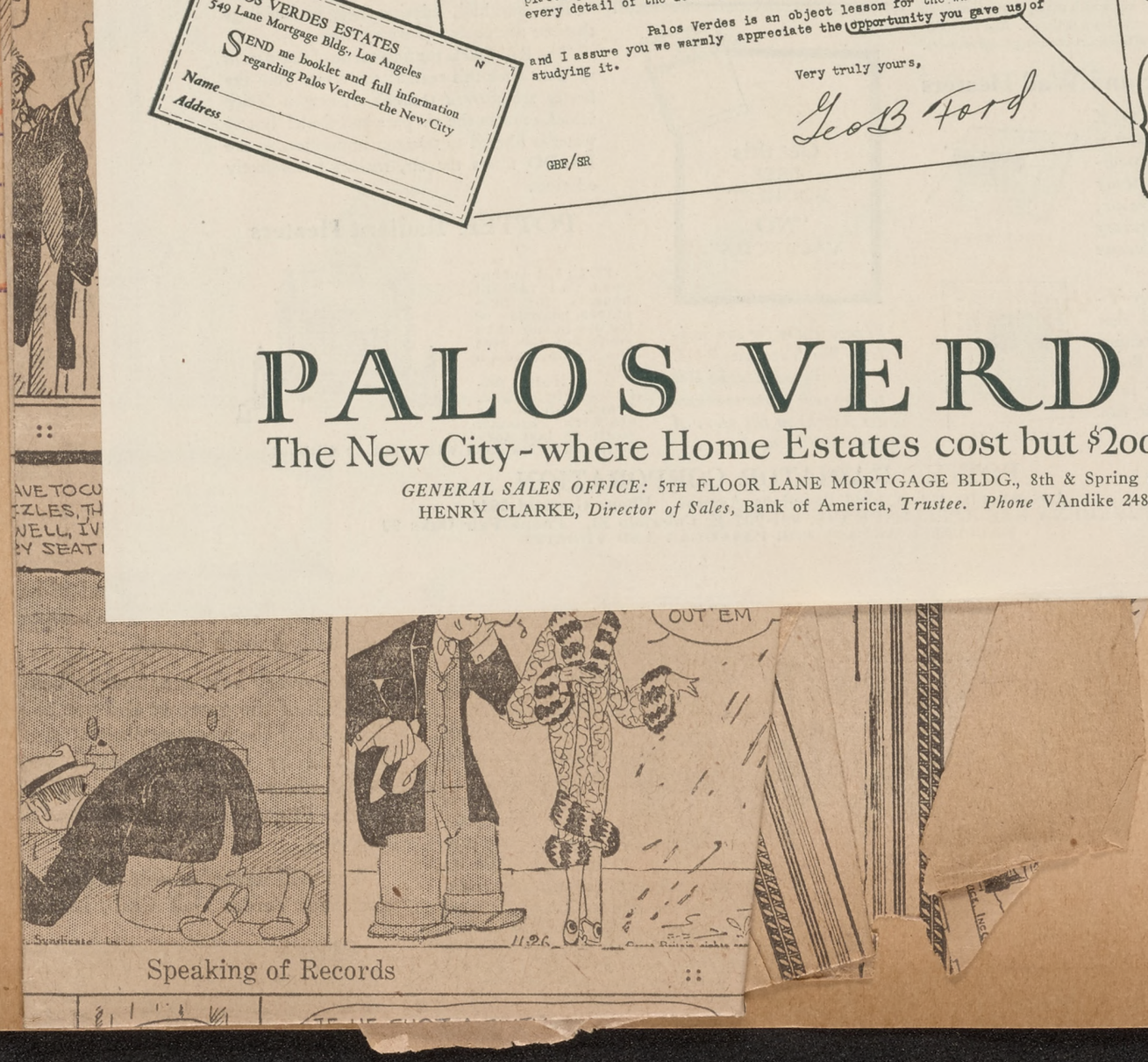

Speaking of Records

ridge and Port Terrace to the residential and business sections of the

has been laid on part of these and the concrete paving of the re-

Glendale boulevard for S. Samuel. There will be several single units.

valley subdivision near Cahuenga. Coupled with the high prices paid

Valley Farms. Here water is in abundance, regardless of dry periods.

ly more acute.

Ad. No.

Title

Appeared in

Date

doing things right!

Magnificent Golf Links just opened *typical of everything else in* PALOS VERDES

PALOS VERDES has opened a Golf Club that leading critics have pronounced perfect. Here are golf links that "bear favorable comparison with the best-known courses" and a Club House "that is the last word in equipment and furnishings"—both typical of Palos Verdes development as a whole.

This perfection is not a mere accident, it is all part of a perfected plan of community development. Palos Verdes, with all its attractions, was planned in complete detail before ever a dollar's worth of land was offered for sale. The four corners of the nation were combed for men of proven ability to design and develop Palos Verdes to such a degree of completeness as would establish it as the Premier Residential Community.

To this end, men like Frederick Law Olmsted and James F. Dawson were chosen as Directors of Design. Their world-wide connections in other development projects, both in Europe and America, peculiarly fitted them for this work. Chas. H. Cheney, nationally-known Consultant in City Planning was retained—every Department Executive is an authority in his line—with the result that Palos Verdes is being developed along definitely planned lines by men of world-wide experience.

When the Project was ready to start work on the Golf Course the advice of Mr. Edward B. Tufts was sought. As President of S. C. Golf Association he unhesitatingly suggested Golf Architect William Bell who was thereupon chosen to supervise the construction of what is already admitted the finest piece of golf course development in the West.

So, right from the commencement of Palos Verdes down to this the latest of its successes, the same wise procedure is being followed—that of selecting nothing but the most expert talent to supervise all phases of development. Palos Verdes has a wonderful Golf Links—a gift of Nature. But it is no less wonderful in its scheme of development than the beautiful Road and Park Systems, the ample water supply, school sites, etc., or the design which has preserved to each terraced slope its marvelous view of ocean, plain and mountain.

All the exclusive features of Palos Verdes have been planned and completed under individual supervision. The Club House, a $60,000.00 structure is architecturally perfect—so is La Venta. The layout of 457 acres of parks and playgrounds is also under expert supervision, and the 60 miles of good roads, and the parkings, and the planting of trees and shrubs—all following a preordained scheme to make Palos Verdes the City Beautiful.

Why not come down and see these things for yourself. See the Golf Links, and the other improvements. Note the location and the climate. Then make up your mind to share in these advantages.

Homesites are still $2000 to $6000 and up.

The Grill at the Golf Club House is now open with J. H. Fiske, late of the Van Nuys Hotel in charge.

PALOS VERDES

The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: LANE MORTGAGE BLDG., 8th & Spring Sts., HENRY CLARK, *Director of Sales,* BANK OF AMERICA, *Trustee.* *Phone* VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., *Phone 636-476* ❧ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone 5005* ❧ TORRANCE—Gilbert, Hansen & Page, *Phone 166* ❧ PALOS VERDES—Office near entrance Malaga Cove District ❧ POMONA—Tolton Company, 285 N. Garey St. ❧ SAN PEDRO—A. M. Ferguson, 495 7th St., *Phone 1012-W*

Mail This Coupon Today

PALOS VERDES ESTATES
569 Lane Mortgage Bldg., Los Angeles
Send me booklet, map and full information regarding Palos Verdes—the New City.

Name _____

Address _____

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Palos Verdes is an Object

Title

Appeared in

Homecraft

Space Page

Ad. No. _____

Unit STEAM Radiators

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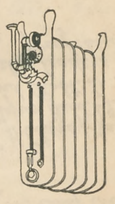

COLE Floor and Wall Heaters

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COLE is the only furnace manufactured that can be installed on either the first or second floor.

Made of heavy solid cast aluminum that can never wear off.

FLOOR TYPE

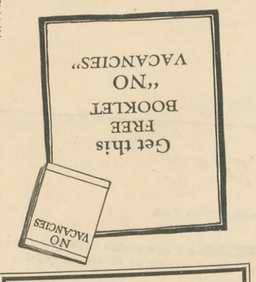
WALL TYPE

POTTER RADIATOR CORPORATION

Los Angeles Office, 5946 Pasadena Avenue. Phone Garfield 0644
PASADENA GAS APPLIANCE CO., 901-903 E. Colorado St. Phone Fair Oaks 93
EXCLUSIVE AGENTS FOR PASADENA AND VICINITY

Verify these figures

VERIFY these figures for yourself. Ask the appraisal department of any bank or building loan company. Then get the figures on POTTER Heating. There can be but one conclusion: *you cannot afford to build without* POTTER HEATING.



WRITE *today for our booklet* "No Vacancies." *It is full of good ideas on how to keep your property rented 12 months in the year. A card will bring it*

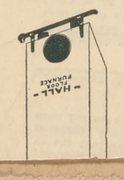
POTTER Radiant Heaters

POTTER ornamental radiant heaters for fireplaces, mantles or floor use in the open room are the best that money can buy. Beautifully finished in copper, brass, nickle or statuary bronze. Built to last forever. May be used with vent or without.

RA-DO Filtering Radiators

For healthful, odorless heat in buildings that are not equipped with vents.

The RA-DO is the finest type of *non-vented* radiator—for this reason: the fumes from the heater are *filtered* through a patented device which renders the air pure and fresh! Just as water is filtered to take out impurities, so the RA-DO filters the air, making it absolutely odorless.



Note the attractive square register, taking up a minimum of floor space.

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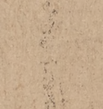
View from No. 5 green, with the Ocean in the background

fore!

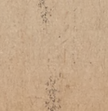
Noted Golf Critics pick Palos Verdes as future site for U. S. National Championships

Here's what they say



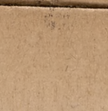
'Scotty' Chisholm, Golf Editor L. A. Evening "Express" says:

"If the United States Golf Association is looking for a place to stage a coming National Amateur Championship Palos Verdes is the place. Golfing pilgrims go to St. Andrews to play the famous 'road' hole; others visit North Berwick to see the 'Himalaya' hole, and the 'Alps' on the old Prestwick links—now we shall expect them to come west to see and play both the fourth and the fifteenth at Palos Verdes."



E. W. Krauch, Golf Editor of the L. A. Herald says:

"Palos Verdes is a real masterpiece in golf course construction. We do not hesitate to say that it is certain to be the site for future national competition. Palos Verdes is a course that will test the skill of the greatest golfers in the land. Every hole is a feature hole, and most links have but two or three in eighteen."



Sherman Paddock, Editor and Publisher "Country Club Magazine:

"Palos Verdes is the best test of golf I ever saw. I know of no course where accuracy has so great a reward, and inaccuracy more deserved penalties. I feel confident that the United States Golf Association would heartily approve Palos Verdes as a place for national championships."

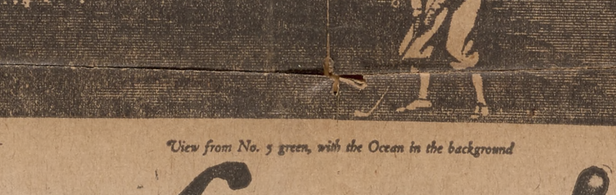
GOLFERS!—Palos Verdes offers you California's most picturesque and sporty Golf Links as one of the privileges you will enjoy as a resident of the New City. You will have the finest and the only all-grass 18-hole seaside links on the coast between Del Monte and San Diego—you will have magnificent, wide, grass fairways—perfect natural hazards—a superb ocean view from 14 greens—the use of a $60,000.00 Club House—all this will be yours when you are living in Palos Verdes.

Other residential communities have Golf Courses—Los Angeles is already well favored in this direction—but it has fallen to Palos Verdes to develop, from natural hazards, the ideal 18-hole links. Links that golfing enthusiasts have compared with internationally-known courses.

Here every hole is a feature hole that will test the skill of the greatest and yet be within the possibilities of the average player. A course originally designed by nature, improved and developed by Golf Architect Billy Bell and dedicated by the Palos Verdes Project for the residents of the New City by the Sea.

You will never be able to buy a membership in the Palos Verdes Golf Club, because ownership is exclusively vested in Homesite owners, to have and to hold in perpetuity. It is part and parcel of the general improvement program, which in its design and scope is second to none of its kind in America. Other community developments are three Business Plazas, 'La Venta' (a Spanish Roadside Inn) a Club House, 457 acres of Parks and Playgrounds, School Sites, Church, Theatre and Civic Sites—besides 60 miles of good roads and the usual basic improvements, now installed.

You owe it to yourself to come down and see what is being done for you in Palos Verdes. Compare the location and the climate. Visualize the future and then see if it isn't just about what your idea of the Premier Residential City of California should be.



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Fill in Coupon below and get a free copy of the New Palos Verdes Map, in seven colors showing development and position of the New City in relation to the Los Angeles Metropolitan area.

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residential and business sections of the | has been laid on part of these and | Glendale boulevard for S. Samuel. | There will be several single units. | Valley subdivision near Camarillo. | Coupled with the high prices paid | Valley Farms. [illegible] abundance, regardless of dry periods. | ly more acute.

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doing things right!

Magnificent Golf Links just opened *typical of everything else in* PALOS VERDES

PALOS VERDES has opened a Golf Club that leading critics have pronounced perfect. Here are golf links that "bear favorable comparison with the best-known courses" and a Club House "that is the last word in equipment and furnishings"—both typical of Palos Verdes development as a whole.

This perfection is not a mere accident, it is all part of a perfected plan of community development. Palos Verdes, with all its attractions, was planned in complete detail before ever a dollar's worth of land was offered for sale. The four corners of the nation were combed for men of proven ability to design and develop Palos Verdes to such a degree of completeness as would establish it as the Premier Residential Community.

To this end, men like Frederick Law Olmsted and James F. Dawson were chosen as Directors of Design. Their world-wide connections in other development projects, both in Europe and America, peculiarly fitted them for this work. Chas. H. Cheney, nationally-known Consultant in City Planning was retained—every Department Executive is an authority in his line—with the result that Palos Verdes is being developed along definitely planned lines by men of world-wide experience.

When the Project was ready to start work on the Golf Course the advice of Mr. Edward B. Tufts was sought. As President of S. C. Golf Association he unhesitatingly suggested Golf Architect William Bell who was thereupon chosen to supervise the construction of what is already admitted the finest piece of golf course development in the West.

So, right from the commencement of Palos Verdes down to this the latest of its successes, the same wise procedure is being followed—that of selecting nothing but the most expert talent to supervise all phases of development. Palos Verdes has a wonderful Golf Links—a gift of Nature. But it is no less wonderful in its scheme of development than the beautiful Road and Park Systems, the ample water supply, school sites, etc., or the design which has preserved to each terraced slope its marvelous view of ocean, plain and mountain.

All the exclusive features of Palos Verdes have been planned and completed under individual supervision. The Club House, a $60,000.00 structure is architecturally perfect—so is La Venta. The layout of 457 acres of parks and playgrounds is also under expert supervision, and the 60 miles of good roads, and the parkings, and the planting of trees and shrubs—all following a preordained scheme to make Palos Verdes the City Beautiful.

Why not come down and see these things for yourself. See the Golf Links, and the other improvements. Note the location and the climate. Then make up your mind to share in these advantages.

Homesites are still $2000 to $6000 and up.

The Grill at the Golf Club House is now open with J. H. Fiske, late of the Van Nuys Hotel in charge.

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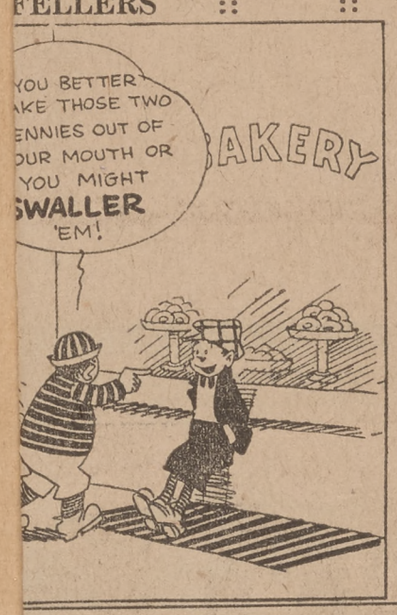

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ridge and Port Terrace to the residential and business sections of the

has been laid on part of these and the concrete paving of the re-

Glendale boulevard for S. Samuel. There will be several single units.

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"Head and Shoulders above any other great residential community"

A letter from Frederick Law Olmsted—one of America's leading Landscape Engineers:

Dear Mr. Clarke:

When you ask me to compare Palos Verdes with other notable residential communities, my reply cannot be a mere laudatory write-up from the salesman's point of view. I will not dodge the fact that I have laid out residential communities (such as Forest Hills, New York), where the initial improvements have been much more costly per acre, and, therefore, more complete than is possible at Palos Verdes.

There are others, such as at Mountain Lake, Florida, limited to people of large means, with lots upwards of two acres, in which a spacious effect of 'estates' is more consistently attained.

But it is equally a fact that Palos Verdes stands head and shoulders above any other great residential community in these respects: first, that it has more complete, systematic and liberal provision from the start for parks, playgrounds, school sites and parkways than any other, including its entire wonderful ocean shore of 4½ miles in length on the present tract alone. Second: the topography in combination with the street lay-out, gives an extraordinary opportunity for permanently unobstructed ocean views, even from relatively small lots, over the slopes below.

Third: The administrative and legal machinery for assuring that the public and private improvements, and their maintenance, shall always be good of their kind, harmonious in character, and up to the standard which the people of the community actually want, is better than has ever been set up elsewhere.

Fourth: The self-contained situation of the tract, on its island of hills next the ocean, safe from encroachment by any possible development of an adverse sort surrounding it, in combination with the above facts, gives an assurance of stability and permanence to the character of the community such as no residential area near a metropolitan center has had since the rapid flux and shift and uncertainty of modern urban developments set in.

Very truly yours,
(Signed)
FREDERICK LAW OLMSTED.

Visit the New City today. You have read what a leading Landscape Engineer says—now come and see it for yourself. Small and large Homesites are still available and original prices hold—$2000 *to* $6000 *and up.*

BEST ROAD: Drive to Redondo, to end of Esplanade, turn inland, road leads direct through Palos Verdes.

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Residence of A. L. Cameron, Palos Verdes Estates. Kirtland Cutter, Architect.

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California's sportiest Golf Links

PALOS VERDES offers the most picturesque and sporty Golf Links in all California as one of the privileges of being a resident of the New City.

The finest and the only all-grass seaside links on the Coast between Pebble Beach and San Diego—having magnificent, wide, grass fairways — perfect natural hazards — a superb ocean view from 14 of the greens and the use of a $60,000 Club House—all this for those who live in Palos Verdes—the New City by the Sea.

Other residential communities have Golf Courses, Los Angeles has many, but Nature has made it possible for Palos Verdes to develop the ideal 18-hole links. Links that golfing enthusiasts have favorably compared with internationally-known courses. Every hole is a feature hole that tests the skill of the greatest and yet is within the possibilities of the average player. So if you own property in Palos Verdes you automatically become a member in the Golf Club which is part of the general improvement program—second to none of its kind in America.

As a Palos Verdes Homesite owner you own also a share in its other community developments—the three Business Plazas, La Venta, The Golf Club House, 457 acres of decorative parks, sites for schools, playgrounds, churches, theatres, etc. You will have 60 miles of good roads to drive over—gas, water, electricity and all the usual basic improvements.

You really owe it to yourself to come down and see what is being prepared for you in Palos Verdes. Compare its location, its climate, its environment and then see if it isn't just about what your idea of the Premier Residential City of California should be.

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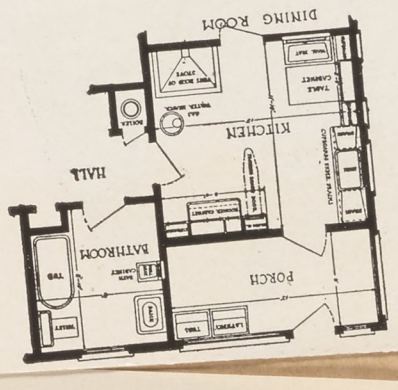

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Beautiful Home in Palos Verdes Estates

Residence of A. L. Cameron, Palos Verdes Estates. Kirtland Cutter, Architect.

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Beverly Hills -- The Home City

California Home Center of Great Beauty---Mid-way Between Los Angeles and the Sea. Dream City of Marvelous Development

—By E. F. Sanders, Secretary-Manager Beverly Hills Chamber of Commerce.

Beverly Hills, unique, artistic, serene and beautiful, stands and ever will stand as a monument to the farseeing men who planned this city for a city of homes. As such Beverly Hills surpasses any other city in California and in some respects rivals the most beautiful cities of the world, having certain features which no other city possesses. Beverly Hills stands in a class by itself so far as location, planning, wealth, climate and boulevards, —the great forces that enter into the making of a city,—are concerned. Let us look at these fundamental conditions and the relation they bear to the future of our splendid municipality.

Beverly Hills is located in a most strategic position. It is just eight miles west of the heart of Los Angeles and eight miles to the great Pacific ocean, whose balmy breezes wafted from the golden sands of this mighty father of waters, give life, health, comfort and pleasure to all of our people at all seasons of the year.

Elevation of Beverly Hills is such that the inhabitants can look down upon the surrounding territory and enjoy the beauties of the setting sun, whose blazen shafts illuminate ten thousand windows in Hollywood and gives it the appearance of a mighty city in flames. The lighting at night is a spectacle long to be remembered, as seen from the thousands of homes in Beverly Hills, with a background of sloping, verdure-covered hills, canyons and ravines that will satisfy the most extravagant scenery hunter. The homebuilder has only to purchase a lot and build a home on the level plateau at the foot of these hills to be constantly in touch with and in sight of the most marvelous beauties of nature.

Beverly Hills has room for upwards of 75,000 people, and with this marvelous location, bounded on the north by mountain scenery, south by Pico boulevard, east by beautiful Hollywood and on the west by vast open spaces leading to the sea, we have at once a location unsurpassed for the home-builder.

The plan upon which Beverly Hills was originally laid out is most striking and is not duplicated in many respects by any other city. North of Santa Monica Boulevard the eye is met with wide, circling drives, beautifully laid out, lined with every kind of trees and vegetation, and as one sweeps up these beautiful drives approaching Sunset Boulevard and the Beverly Hills Hotel and the parks you are inspired with this thought: some master-mind dreamed a city and before you lies the realization. Pictures of these beautiful streets are shown elsewhere in this edition. The lots on which the homes stand are large—with at least an eighty-foot frontage—and no home faces or is numbered on the cross streets running east and west. No business of any kind can enter this beautiful realm of homes and the restrictions make it impossible for the cheaper houses to be erected. South of Santa Monica Boulevard the plan is changed. Here lots are smaller and restrictions not so high; but withal a most substantial and permanent plan has been carried out. The streets are wide, paved with solid concrete; the lighting system is of the most modern and latest approved style. All improvements, such as sewer pipes, gas and water mains, were placed in the streets before they were paved.

Beverly Hills has a substantial commercial center, lying between Santa Monica and Wilshire Boulevards, which is growing as the demands of the city require.

Climatic conditions alone of Beverly Hills bring thousands of people yearly to live within her boundaries, located just far enough away from the ocean to be free from fogs, dampness and chills of the winters and yet close enough to be benefited by the salt breezes which are ever present. With no excessive heat in the summer and no chilly days in the winter, Beverly Hills will ever be an attractive place to the man seeking ideal climate. Thousands from all over the world come to the beautiful Beverly Hills Hotel and one of their chief reasons is the ideal climate that they always find here.

There is probably no other city in America with the population that Beverly Hills has at the present time that has so many wealthy people living in it as this far-famed city of beauty. Men of business with large interests in the great city of Los Angeles have found a quiet, restful place in Beverly Hills and have here builded palaces of beauty for their homes. That section of Beverly Hills north of Santa Monica Boulevard is known throughout the world as the home of the millionaire; as such it rivals any other residence section known to man; while south of Santa Monica Boulevard the man of modest means may find homes that will fit his conditions and may enjoy the same scenic surroundings; the same climatic conditions and same wonderful advantages of location as the man of millions a few blocks away.

Beverly Hills is served at the present time by four great boulevards leading from the city to the ocean. On the north at the foot of the hills is beautiful Sunset Boulevard, on which is found the beginning of the Bridle Path, the longest of its kind in the world. On or near Sunset Boulevard may be found the homes of many of the world's greatest moving picture actors and actresses. Pauline Frederick and Charles Ray are on Sunset Boulevard. The homes of Will Rogers, Gloria Swanson, Pola Negri, Mary Pickford and Douglas Fairbanks and many others are near

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Vol. 3 DECEMBER, 1924 Number 2

HOMECRAFT
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Planning a City

In HOMECRAFT for November, it was suggested that the time is ripe to hold in this city a convention that would have for its purpose the dissemination of practical information, sought by prospective home builders everywhere. House planning is a subject that appeals to every home lover; and who does not want a home in Southern California?

Interest in the California type of architecture is ever increasing. Non-residents are continually on the lookout for new ideas and suggestions for homes to be built at far distant points, adapting the style of architecture in popular favor here.

Not only is the architecture of Southern California claiming the attention of individual home owners, it is taking on a broader aspect. Cities are being planned by architects who have given the subject intensive study. Reference has heretofore been made in these columns to the Palos Verdes Estates project. A great area overlooking the ocean, where nature has provided a marvelous setting for the city of homes that is being developed—all along lines of carefully planned architecture—the art jury directing this great enterprise having full control of all house building, even to the color of the paint to be used for external adornment.

Other centers of high-class building operations are adopting this idea and the result will be that still greater interest will be aroused in the architecture developing in California southland.

* * *

Interested in House Plans

(Through the courtesy of a friendly reader, HOMECRAFT is privileged to print a portion of a much appreciated letter from a resident of Day Island, Washington. The writer expresses especial interest in the house plans appearing in recent issues of this magazine.)

"My magazine came this week and I surely did enjoy it for it is the best number of all. We are very enthusiastic about two houses in particular, one marked 'Charming English Cottage Style', and the other 'French or Modified English Cottage'. All the sketches are so interesting and the general plan of the magazine, including subjects of special articles, is unusual and certainly what anyone planning to build is looking for. Several friends on the island to whom I have shown the magazine are interested, so dont be surprised if I send you a subscription or two. There's only one thing that doesn't make a hit with me—it's that 'Better than letter writing' in their 'Send Homecraft' advt., so be sure to send the letter along, too."

* * *

Now for a home!-!

* * *

Build or buy—which will it be?

* * *

If you build "your own"—you will have the joy of watching it grow.

* * *

And—the satisfaction of choosing your own house design. That means much.

* * *

Consult each issue of HOMECRAFT for house plans and helpful building information.

* * *

One of the beautiful homes in Beverly Hills, owned by Eugene Swarzwald, is reproduced on the front cover page of this issue of HOMECRAFT. Designed by Architect W. Asa Hudson, it is representative of the high-class homes to be found in all parts of this ideal residential city.

Page 7

California's sportiest Golf Links

PALOS VERDES offers the most picturesque and sporty Golf Links in all California as one of the privileges of being a resident of the New City.

The finest and the only all-grass seaside links on the Coast between Pebble Beach and San Diego—having magnificent, wide, grass fairways — perfect natural hazards — a superb ocean view from 14 of the greens and the use of a $60,000 Club House—all this for those who live in Palos Verdes—the New City by the Sea.

Other residential communities have Golf Courses, Los Angeles has many, but Nature has made it possible for Palos Verdes to develop the ideal 18-hole links. Links that golfing enthusiasts have favorably compared with internationally-known courses. Every hole is a feature hole that tests the skill of the greatest and yet is within the possibilities of the average player. So if you own property in Palos Verdes you automatically become a member in the Golf Club which is part of the general improvement program—second to none of its kind in America.

As a Palos Verdes Homesite owner you own also a share in its other community developments—the three Business Plazas, La Venta, The Golf Club House, 457 acres of decorative parks, sites for schools, playgrounds, churches, theatres, etc. You will have 60 miles of good roads to drive over—gas, water, electricity and all the usual basic improvements.

You really owe it to yourself to come down and see what is being prepared for you in Palos Verdes. Compare its location, its climate, its environment and then see if it isn't just about what your idea of the Premier Residential City of California should be.

Homesites are still to be had at original prices $2000 to $6000 and up.

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Ad. No.
Healthy Shoulders above any other great residential Community Title
Appeared in Homecraft Date Dec. 1924
Space Back Cover Page.

Wood Frame Construction of the House

By Harold O. Sexsmith, A. I. A.,
Architectural Editor

(The following is the third of a series of articles on the construction of the wood framed house written by the Architectural Editor exclusively for Homecraft).

In our last article we had watched the progress of our hypothetical house as far as the ceiling of the first floor. The second floor framing is somewhat a repetition of the work on the first floor so we will not pause there long to see how it is done. As was true on the first floor, it is good practice to have the sub, or under floor, laid diagonally to help brace the house. All the walls, both inner and outer, should be laid on two-inch plates spiked solidly on the sub-floor. Where partitions are to run parallel to the floor joists the joists must be doubled under them as was the case on the first floor. The studs should be doubled around all openings both in inner and outer walls. All window and door openings over three feet in width must have over them trussed supports for the ceiling joists to bear on. These trussed supports are formed by diagonal studding spiked in between the short studs above the opening. Where the space above the opening is very limited it is good practice to use doubled 2x8 in. or 2x10 in. in place of the truss form. The ceiling joists for spans not over ten or twelve feet may be 2x4 in. It is better construction to use 2x6 in. lumber for ceiling joists except on the very short spans. It is necessary to have all floor and ceiling joists and all studs where wood lath are used, spaced 16 in. or less on centers. The lath are four feet long and should have at least three bearings to keep them from sagging. Cross bracing of all partitions on the second floor must be as carefully done as was true on the floor below.

The roof framing is really a special problem. There are so many special situations which must be met in framing a roof that we can only touch on the subject here. The best test of a well-framed roof is for some heavy person or two to get up on it, after the contractor says it is ready for the covering, and jump on it. If it is properly braced, the vibration will be very slight. We must admit that we have seen some roofs which should not be tested this way unless the bold hearts that attempt it have "sky hooks" at hand for emergency. The rafters should always have cross ties or collar beams to prevent their tendency to spread. At the ridge where the rafters meet it is good practice to provide a 1x8 in. board extending the full length of the ridge to form a bearing and stiffener for the rafters. This board is known as the ridge pole. Roof rafters may be placed two feet on centers under ordinary conditions. They are generally 2x4 in. but should be 2x6 in. under tile roof loads or on spans much over twelve feet. Under shingles the rafters are covered by 1x4 in. sheathing in very cheap work. This sheathing should not be less than 1x6 in. and preferably 1x8 in. The sheathing is spaced so that there is about two or three inches between boards. Sheathing should be nailed with two nails at each bearing. Under tile roofs the sheathing should be laid tight as under a felt paper roof.

The proper shingling of a roof should receive some consideration at this time. There are many grades of shingles both in Red Wood and Cedar. Home builders should acquaint themselves with these grades by getting in touch with a reliable lumber dealer. In general the requirements of a well shingled roof are as follows: There are few shingles which should or can be laid more than 4½ in. to the weather. Dry shingles should be laid with small spaces between them and green or wet shingles should be laid closer together. The shingles should always break joint with the shingles underneath. Each shingle should have at least two nails in it and no shingle should be laid which is wider than 8 or 9 in. Wide shingles buckle on the roof. It is best practice to use only hot dipped galvanized nails or copper nails. It costs more to lay a shingle roof with galvanized nails because the shinglers cannot hold the nails in their mouths while working. A sore mouth would be the result. It takes longer to dip nails out of a bag. All the valleys between slopes of the roof should be covered wth galvanized iron painted with red lead on under and upper side. Tin is frequently used for this purpose and serves very well but is not quite as lasting as the galvanized iron. Where chimneys project through the shingles the roof must be protected from leaking by tin or galvanized iron flashing. Chimneys settle in the ground more than the house in many cases, and have a tendency to pull away at the roof. It is possible to prevent leakage at the juncture between the roof and chimney. Small squares of tin or galvanized iron are let into the bricks of the chimney and bent down close to its face above the slope of the roof. Corresponding pieces are fastened under the layers of shingles next to the chimney and are turned up under the pieces on the chimney. The two layers of "tin shingles," as they are called, form what is technically known as flashing and counter flashing and give perfect freedom for the movement of the chimney without the danger of the roof being pulled away from the sheathing as is the case where this method is not used.

Next month's article will carry the house further toward completion and will discuss several items of vital interest to the person who is attempting to build without the aid of a competent architect.

* * *

Credit Is Due

In the November issue of HOMECRAFT, the front page illustration was a reproduction of a photograph of a beautiful East Hollywood home. Through inadvertence, the name of the architect, Arthur Kelly, was omitted in the notice referring to this subject.

It is interesting to note in this connection also, that among the many reproductions of homes, requiring five pages space to present in our last number, devoted to the Hollywood district largely, selected at random as embodying fine types of architecture, no less than eight other homes shown were designed by Mr. Kelly.

HOMECRAFT is striving to present the best architectural subjects to be found in Southern California and vicinity, and is especially grateful to the leading architects of this section for helpful suggestions and splendid cooperation.

Ad. No.

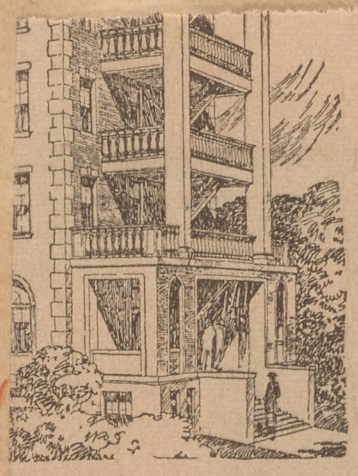
Nature's Art Gallery

Title

Appeared in Date

LA Exam Sun. 12/14/24

Space 6/18



at Council and Hoover streets.

ll Home; rangements

Barrett

vironment beautiful, is to parti- n off the end of the kitchen arest the dining room with space de enough for a breakfast nook artition running to ceiling), leav- g an arch between the nook and tchen.

At the exterior end of this nook, range the breakfast table and ats with a window above the ble, yet low enough so that one n sit at the table and see out. At e other side of the arch, build a ina closet for dishes.

A door opening from nook to ning room completes this arrange- ent, which makes practically a nall breakfast room with only the xpense of the breakfast nook, and lso allows of decorations which ould not fit well in a kitchen, but hich do seem essential for the eal enjoyment of the morning eal.

OR SUN LIGHT

This nook should be situated so s to get the morning sun, which equires an easterly exposure, or as early so as possible.

By projecting the nook out a little eyond the lines of the main build- ng, one may have a window on ach side, which adds materially to he effect.

This arrangement also means get- ing away from the unsightly sink nd range which a nook in th itchen proper always brings.

The china closet may be extende o the floor in the form of deep drawers or as cupboard space prop- er and be used for the storage of able linens, tea towels, etc., and f there is no cellar, for canned goods and preserves.

If the dining or breakfast room s next to the kitchen many steps may be saved by the installation of a "service door" or panel.

This is a sliding door, waist high and opening off the sink in the kitchen and onto a shelf with drawers underneath in the dining or breakfast room. On the dining room side the panel is mirrored, and often it is only about two feet high, allowing space for a china closet to be built above with doors on both the kitchen and dining room sides.

WOULD SAVE TIME

Thus, dishes can be put in from the kitchen as they are washed and dried, and taken to the table from the dining room side, in the case of those dishes which do not need to be heated before the meal.

This device I have actually seen in use in the home of a friend, and it saves much time and many steps.

These are only a few of the ways of making the dining arrangements convenient for the home maker who does her own housework.

They do not cost a great deal if installed at the time of building, and in many cases may even be built into a home already constructed. And they will prove, I am sure, well worth while in every case.

dangers of buying second quality plumbing fixtures.

It was pointed out that the second quality fixtures looked so much like firsts that it was almost impossible for even experts to tell the difference.

In thousands of cases, therefore, builders and home owners have purchased second grade fixtures, which are usually sold for a lower price, in the belief that they were which bear the manufacturer's guarantee and his own, agreeing to replace any first grade fixture free of charge, if it should develop defects.

STORES AND MARKET

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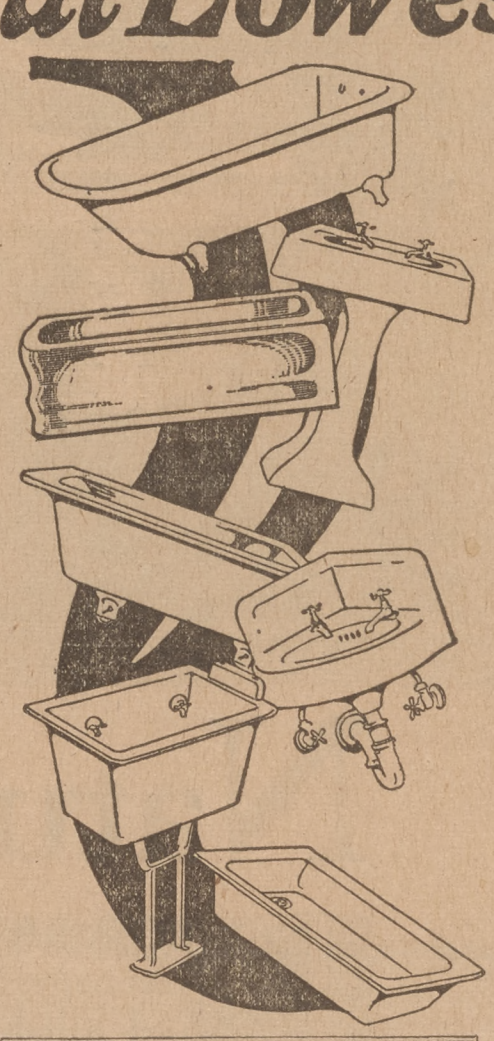

Think what that ing inventory we slightly imperfect them to move qui factory service, fo have been in use f tory service.

There are some Costs and former are going to move

Note: Fixtures w sary to connect

Roll Rim Batl Complete wi

The popular roll as pictured. Comp for hot and cold wa nickel plated fittin

Special De Tubs, $21 t

In this group of tubs w out fittings at $21 to $ the famous California and corner type tubs e side and out); and spe into a recess. Some w group.

NOTE: Please understand for fixtures and fittings, installation.

First Class Lumber

For a long time we have been noted for the fine quality of our finish lumber. Having our own extensive yards, dry kiln and mills gives us every facility for supplying you good lumber at the right prices.

Now we have had rain —Get after your roof

Predictions are for more storms and heavier rainfall this winter. Better be prepared and get your roof in order.

Roof Coater, 60c Gallon

Specially prepared to stop leaks in so-called "paper" roofs. 60c per gallon in five-gallon lots. For single gallons add 10c extra.

Asbestic Roof Coater, $1.25 Gal.

A roof coater with asbestos base. Stops leaks and makes old roofs like new. $1.25 per gallon in five-gallon cans.

Penetrating Stain, 60c Gal.

A fine penetrating oil stain for shingle roofs and rough siding. 60c per gallon in five-gallon cans.

Green Shingle Stain, $1.00 Gal.

Christmas

There is nothing and Christmas giving furnish everything you

of California Homes

California's Sportiest Golf Links

GOLFERS! Palos Verdes offers you the most picturesque and sporty Golf Links in all California as one of the privileges you will enjoy as a resident of the New City.

You will have the finest and the only all-grass seaside links on the Coast between Pebble Beach and San Diego—you will have magnificent, wide, grass fairways—perfect natural hazards—a superb ocean view from 14 of the greens and the use of a $60,000.00 Club House—all this when you are living in Palos Verdes—the New City by the Sea.

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$2000 to $6000 and up.

PALOS VERDES
The New City

General Sales Offices, Lane Mortgage Building, Eighth and Spring Sts., Los Angeles

HENRY CLARKE
Director of Sales

JAY LAWYER
General Manager

BANK OF AMERICA
Trustee.

Links

Date

& Motor. Dec. 1924

le Front Cover-

Work will be started January 1. [illegible]
This was the announcement yes- The new apartment house will approximately $10,000 [illegible]

Rising like a monument from Pacific's opal shore
In palisades and terraces, the ocean looking o'er,
The work of the Creator, who with deft and mighty hand
Each lovely hillslope modeled for the home of man to stand. . . . . .
He, the Master Craftsman of sky and land and sea,
His work, an Inspiration, through all Eternity.

—ANON.

Nature's Art Gallery

PICTURE bits of Cornish Coast scenery, Scotch heather covered hillslopes, mountains, and the sweeping shore line of a French Riviera, Italian sunsets, and hovering over all, the atmosphere of old Spain. This is Palos Verdes by the Sea.

Here on the terraced hillsides overlooking the Pacific is Nature's most favored Homesite in all California. On it a community is fast coming into being — which ranks as man's greatest undertaking of its kind in the world.

Palos Verdes, the city beautiful, is building along safe, sane, and yet very idealistic lines of development. Idealistic and intensely practical, for it already has accomplished more in its practical common sense methods of improvement than many other communities with several years start.

Palos Verdes today offers an unusually sound investment opportunity for the bona fide Homeseeker —in almost every walk of life. In the New City you may have a stately residence or a "Cottage by the Sea." Careful zoning places residences, buildings and business interests each in their proper spheres.

For your recreation an 18 hole, grass golf links has just been opened with its $60,000 clubhouse—the membership in which is the free right of all residents. There is a Spanish Inn on the hillside nearby, and there are 457 acres of park lands and 150 acres of school sites. There are 4½ miles of beach, and 3 business plazas and many church and theatre sites—all these things are to be the vested property of the people of Palos Verdes, for their use forever.

Truly, Palos Verdes is Nature's Art Gallery, it has everything necessary for the establishment of your ideal home—everything that location, climate and environment can suggest as the ideal residential district of the Southland.

Why delay longer? You will never buy more cheaply than you can today. Make up you mind NOW. Drive down TODAY. See what awaits you in the New City. Then make your choice.

Convenient terms— $2,000 to $6,000 and up. Homes financed.

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The New City-where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: LANE MORTGAGE BUILDING, EIGHTH AND SPRING STREETS
HENRY CLARKE, *Director of Sales,* JAY LAWYER, *General Manager,* BANK OF AMERICA, *Trustee.* *Phone* VAndike 2481

LONG BEACH—D. P. Marvin, 242 East First St., *Phone 636-476* ❧ REDONDO—Howard H. Towle, Lobby Redondo Hotel, *Phone 5005* ❧ TORRANCE—Gilbert, Hansen & Page, *Phone 166* ❧ PALOS VERDES—Office near entrance Malaga Cove District ❧ POMONA—Tolton Company, 285 N. Garey St. ❧ SAN PEDRO—A.M. Ferguson, 495 7th St., *Phone 1012-W*

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Los Angeles
Send me booklet and full information regarding Palos Verdes—the New City.

Name _____
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GOLFERS! Palos Verdes offers you the most pi
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DECEMBER, 1924

Ad. No.

Cal. Sportiest Links
Title

Appeared in Date
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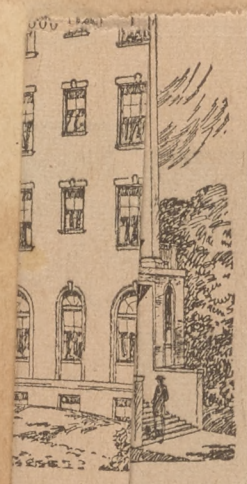

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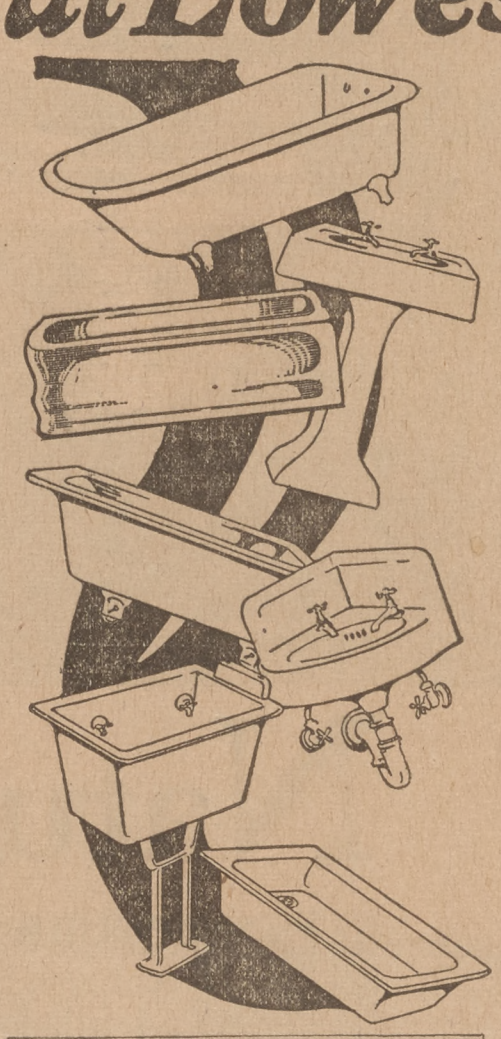

Think what that ... ing inventory we ... slightly imperfect ... them to move qui... factory service, fo... have been in use f... tory service.

There are some ... Costs and former ... are going to move ...

Note: Fixtures w... sary to connect ...

Roll Rim Bath... Complete wi...

The popular roll... as pictured. Comp... for hot and cold wa... nickel plated fitting...

Special De... Tubs, $21 t...

In this group of tubs w... out fittings at $21 to $... the famous California ... and corner type tubs e... side and out); and spe... into a recess. Some w... group.

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First Class Lumber

For a long time we have been noted for the fine quality of our finish lumber. Having our own extensive yards, dry kiln and mills gives us every facility for supplying you good lumber at the right prices.

Now we have had rain —Get after your roof

Predictions are for more storms and heavier rainfall this winter. Better be prepared and get your roof in order.

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...of California Homes ...dedication ...many call

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12/15/24
Space Double Page

PRINCIPALS' CLUB OF ELEMENTARY SCHOOLS
Menno S. Kuehny, President **Louise Graf, Secretary**

PRINCIPALS' CLUB LUNCHEON

Time: Wednesday, December 17, 12:30 P. M.
Place: Friday Morning Clubhouse.
Speaker: Dr. Frederick Woellner, on "The Principal and His Job."
Music: Polytechnic String Quartette, led by Mrs. Gertrude Parsons. Soloist, Mrs. Alfred Strauss.
Tickets: Two dollars per plate. Order, accompanied by check, must be sent to Mrs. Drake, Ann Street School.

Now all our neighbors' chimneys smoke,
And Christmas blocks are burning;
Their ovens they with baked meats choke,
And all their spits are turning.
Without the door let sorrow lie,
And if for cold it hap to die,
We'll bury it in a Christmas pie,
And evermore be merry!

—GEORGE WITHER.

FINANCIAL REPORT OF CENTRAL COMMITTEE, LOS ANGELES SCHOOL TEACHERS' ORGANIZATIONS

March, 1923—Balance on Hand		$1,119.11
April 4, 1923—Los Angeles Teachers' Club	$350.00	
April 4, 1923—Check, Mary S. Flynn	6.36	
May 5, 1923—Check, Citizens Trust & Savings Bank, Cashier's Check, Mr. Woodruff	260.00	
May 24, 1923—Check to J. A. Woodruff	273.00	
May 24, 1923—Check, Marian Dalmazzo	1.25	
Expenditures		865.61
December 9, 1924—Balance on Hand		$ 253.50

EUGENIE WEST JONES,
Treasurer Central Committee,
Los Angeles Teachers' Organizations.

Miss Louise E. Jones is now principal of work with schools in the Los Angeles Public Library. Last year Miss Jones was supervisor of the public school libraries in Denver and before that was in charge of one of the largest branches of the New York Public Library. She is graduate of the Teachers College of Columbia University and of the New York Public Library School.

Ad. No.
New Open
Title
Appeared in
Euclidean
Date
Dec. 1924
Space Page -

becomes a member of the Club and may enjoy the facilities of the fine new club house.

To live in Palos Verdes is to share in recreation facilities unequaled anywhere in the history of community development.

PALOS VERDES
The New City
Where Home Estates cost but $2000 and up
GENERAL SALES OFFICE: 5th Floor LANE MORTGAGE BLDG., 8th & Springs Sts.
HENRY CLARKE, *Director of Sales;* BANK OF AMERICA, *Trustee.* Phone VAndike 2481

Ad. No.
Doing things right
Title
Appeared in Date
L. A. School Journal 12/15/24
Space Double Page

Dec. 15-1924,

doing things right!

As a part of the general improvement plan Palos Verdes has opened a Golf Club that leading critics have pronounced perfect. Here are golf links that "bear favorable comparison with the best-known courses" and a Club House "that is the last word in equipment and furnishings" — both typical of Palos Verdes development as a whole.

This perfection is not a mere accident, it is all part of a perfected plan of community development. Palos Verdes, with all its attractions, was planned in complete detail before even a dollar's worth of land was offered for sale. The four corners of the nation were combed for men of proven ability to design and develop Palos Verdes to such a degree of completeness as would establish it as the Premier Residential Community.

All the exclusive features of Palos Verdes have been planned and completed under individual supervision. The Club House, a $60,000.00 structure, is architecturally perfect —so is La Venta. The layout of 457 acres of parks and playgrounds is also under expert supervision, and the 60 miles of good roads, and the parkings, and the planting of trees and shrubs—all following a preordained scheme to make Palos Verdes the City Beautiful.

Why not come down and see these things for yourself. Note the location and the climate. Then make up your mind to share in these advantages.

Homesites are still $2000 to $6000 and up

PALOS VERDES
The New City

GENERAL SALES OFFICE: 5th FLOOR LANE MORTGAGE BLDG., *EIGHTH* AND SPRING STS.
HENRY CLARKE, *Director of Sales* LOS ANGELES BANK OF AMERICA, *Trustee*

Ad. No.
New Open
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Ad. No. Doing things right

Title

Appeared in L. A. School Journal Date 12/15/24

Space Double Page

Maurice Browne

and his Repertory Company will present two plays

"THE SHIP"

St. John Ervine—Tuesday, Dec. 16

"THE MASTER BUILDER"

Henrik Ibsen—Thursday, Dec. 18

LOS ANGELES HIGH SCHOOL
AUDITORIUM

Los Angeles High School Auditorium

8:15 P. M.—Admission $1.00. All seats reserved.

Tickets on sale at Institute Headquarters

These plays are also open to the general public

TEACHERS!

A Real Treat for Institute Week

Attendance at one of these plays will be credited as one session of Institute.

Ad. No. New Open

Title

Appeared in Euclidean Date Dec. 1924

Space Page -

Now open!

The Palos Verdes Golf Links is open for play to Homesite owners. Every property owner in the *New City* automatically becomes a member of the Club and may enjoy the facilities of the fine new club house.

To live in Palos Verdes is to share in recreation facilities unequaled anywhere in the history of community development.

PALOS VERDES

The New City

Where Home Estates cost but $2000 and up

GENERAL SALES OFFICE: 5th Floor LANE MORTGAGE BLDG., 8th & Springs Sts.
HENRY CLARKE, *Director of Sales;* BANK OF AMERICA, *Trustee.* Phone VAndike 2481

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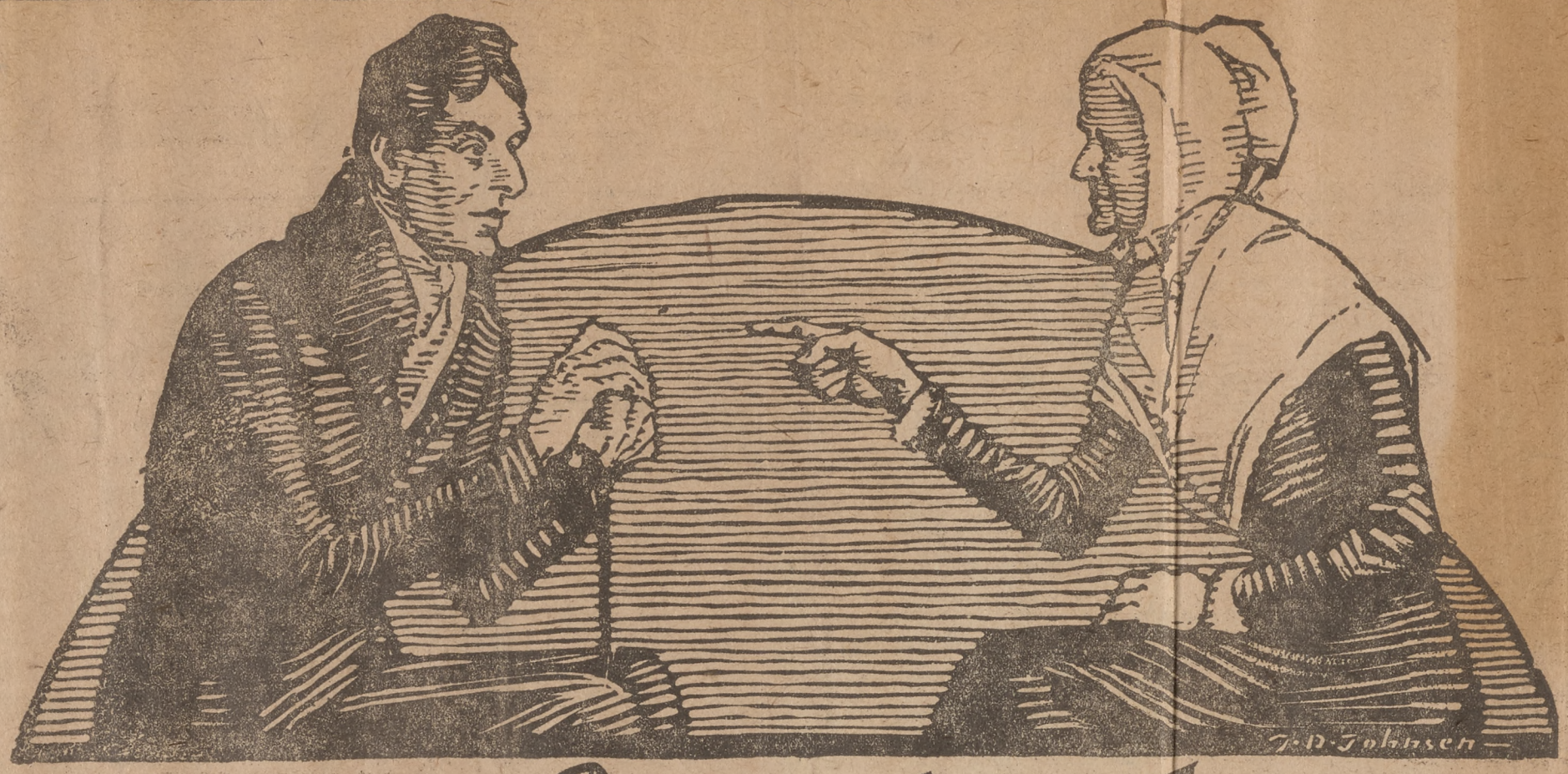

and friend, when dost thee think?

SOUTHEY, the poet, told with some pride of his overfull, rushing days. The Quakeress, who was listening, asked:

"And, friend, when dost thee *think?*"

The blunt query if propounded to any of us would bring us up with a start. And yet, how many who are reading this advertisement have really seriously thought about the astonishing growth of Greater Los Angeles and what the *trend of population movement means?*

"I Might Have Owned. . . ."

Southern California is full of men who could have bought the corner of Eighth and Broadway for $10,000, or who could have "owned half of Long Beach for $5000."

What would these men—you might even be one of them—give now if they could have seen only a few years ahead.

This advertisement should make you think if you have the qualities for financial success—for the facts given here have made millions for others *wise enough to think.*

Los Angeles Grows Seaward

Do you realize that the population of Greater Los Angeles is pressing toward the sea. A gain of twelve hundred per cent—directly toward Palos Verdes—was made from 1900 to 1920. Look at the population map at the foot of this column. Doesn't it make you think?

Then remember that Palos Verdes Estates is the only great area of Los Angeles coast line from which land profits have not been taken.

Map of Directional Growth of Greater Los Angeles

Ocean Frontage Is Gold

Did you know that the great in-

magnificent Estates at only $312 per acre—ONE-TWENTIETH OF THE ASSESSED VALUE OF THE LONG BEACH ACRE.

Remember Western Avenue

Have you ever really thought about the values that population brings to land. Remember Western Avenue a few years ago when it was a dusty lane? You could have bought twenty acres along it for $10,000. Today, *because people are there,* a single lot is worth $20,000.

Then think about this: While Long Beach, San Pedro, Redondo, Torrance, Lomita and Los Angeles have pressed up to Palos Verdes Estates the great tract has remained unexploited, undeveloped, *land from which the retail profits have never been taken.*

Think About These Facts

You can't turn back ten years and reap the profits that more far-sighted investors enjoy because they thought ahead. But you can think today about the things you have just read. You can ponder over the thought of land at $312 per acre that is surrounded by cities. You can recall how scientific studies show that Greater Los Angeles is moving toward the ocean. You can think of the hundreds of men and women who have made fortunes by investing in Beach property!

Here Is Your Opportunity

We can only point opportunity out to you. You must seize it. Palos Verdes Non-Convertible Notes share in every profit from the sale of the splendid home and business sites and all other assets of land bought at $312 per acre.

You may become an owner of Palos

OPEN SHOP IS AGAIN TARGET

Organizers Would Unionize Los Angeles

Workmen Themselves Oppose Projected Strike

Industrial Freedom Makes This Fifth City

In a renewed attempt to overturn the open-shop conditions which have prevailed in Los Angeles for more than twenty-five years and have made it possible for the city to lift itself from tenth to fifth city of the nation during the last two years, paid organizers are here from the East, trying to talk local carpenters into calling a strike May 1 to force builders into paying them an increase of $1 per day and giving them a closed shop.

According to figures just compiled by the Los Angeles Chamber of Commerce, other cities such as Cleveland, St. Louis, Boston and Baltimore, which were larger than this city two years ago have fallen behind all the way from 14,000 to 200,000 in population, while Los Angeles, which was the one white spot of the business world three years ago, is still the whitest spot.

In two years Los Angeles has added more population than the combined cities of New York, Chicago, Philadelphia and Cleveland, according to Chamber of Commerce figures taken from recent census bureau estimates. Today, by the same estimate, only New York, Chicago, Philadelphia and Detroit are larger than Los Angeles.

People are pouring into this city from all corners of the universe. As they come here to take up their residence, manufacturers continue to come from all important cities, to establish manufacturing enterprises in the community, largely, as they themselves declare, because open-shop conditions here permit labor to choose its employer and sell its ability in the open market for what it is worth, without regard to an arbitrary union scale.

Los Angeles is thronged with working men who have wielded the hammer or trowel in the other big cities of America under union rule and closed-shop conditions, where every man who worked at the trade got the same wage, regardless of the fact that his skill and speed might be 25 per cent greater than that of the man working at his side.

From month to month, it is shown by figures compiled at local labor bureaus and industrial survey offices, hundreds of working men are coming here from such cities as Chicago, Philadelphia, Seattle, Houston, St. Louis, San Francisco and other big industrial centers. It is a significant fact that these other cities are not drawing artisans from Los Angeles. This city has work for as many good workmen as it can secure and efficient workmen are so well satisfied with conditions in this city that they will not go elsewhere.

PASADENA'S POSTAL SERVICE TO BE CUT

[EXCLUSIVE DISPATCH.]

PASADENA, March 24. — Though the volume of business of the Pasadena postal service has increased 15 per cent this year over the same months in 1922, thirteen auxiliary carriers will be dropped April 1, due to a shortage of funds. Also, no overtime will be granted after that date and the city will be routed, according to the schedule that existed prior to last October.

According to Postmaster Knight, local service will be seriously curtailed until July 1, when appropriations of the new fiscal quarter are expected to relieve the situation.

TAFT HOME ROBBED

TAFT, March 24.—Mrs. Kemp of the Kemp Shoppe in this city has reported to the police that burglars had ransacked her home on San Emedio street during her absence from home. A fur valued at more than $1000 was taken, as well as several other articles of value.

BAY STATE

DIVES UNDER FIRE TRUCK

Chicago Man Saves Life by Quick Thinking in Sudden Emergency

[EXCLUSIVE DISPATCH.]

CHICAGO, March 24. — Thomas Seifert, 54 years of age, being deaf, did not hear a fire truck last night as it bore down upon him like a railroad train. When he saw it, there was not time to run. He dropped flat. The truck roared over him. As the spectators gasped, Seifert arose and resumed his stroll.

Masonic Lodge Formally Opens New Clubrooms

More than 3000 members of the Masonic fraternity, with their families, attended the formal opening and housewarming of the new lodge and clubrooms of Hollenbeck Lodge, No. 319, last night.

The lodge has just completed a building at First and Chicago streets, at a cost of $200,000, and has one of the finest lodge headquarters in the State. The building has two lodge rooms, clubrooms, parlors for men and women, a library, banquet hall, with a complete equipment of ante and preparation rooms. Formal dedication of the building will be conducted June 19, at which time Grand Master Sherman will be in charge of the ceremonies.

Hollenbeck Lodge is twenty-eight years of age and has a membership of 1400. The present building is the second temple it has owned and has been built under the direction of H. W. Reynolds, M. A. Bresse and John Swanfeldt, trustees of the organization, and J. C. Post, the present Master. Hollenbeck Chapter, No. 248, O.E.S., will share the new temple with the Blue Lodge members.

Melon Crops From Valley to be Early

[EXCLUSIVE DISPATCH.]

EL CENTRO, March 24.—F. W. Waite, horticultural commissioner, is busy today checking up the acreage in cantaloupes and dividing it according to location in relation to shipping stations.

This is preliminary to the organization of forces for inspection purposes.

Mr. Waite says the crop is looking well, and if nothing hinders the valley will be shipping melons soon after the middle of May, earlier than in any previous year.

He believes growers have learned that the earlier the market they can get, the larger the profit, and a matter of a week means much in total returns of the year's crop.

Form Club for Civic Work at Oneonta Park

[EXCLUSIVE DISPATCH.]

SOUTH PASADENA, March 24. The famous "Grove of Oaks," the last shady resting place for the Franciscan fathers en route to San Gabriel Mission, has a civic association.

Residents of the Oneonta Park section whose homes are dotted through the oaks under which Serra and his brethren rested, have organized an Oneonta Park Civic Club. William E. Burke is temporary president and Fred W. Heath temporary secretary.

RIVERSIDE MAY HAVE PUBLIC AUTO MARKET

USED-CAR PLAN IS SUCCESS IN OTHER PLACES, SAY BOOSTERS

CINEMA ACTORS HURT IN BATTLE

Tom Foreman, Kenneth Harlan Suffer Injuries

Indians and Mexicans Clash at Albuquerque

Miriam Cooper Flees Over Sharp Rocks

[EXCLUSIVE DISPATCH.]

ALBUQUERQUE (N. M.) March 24.—In a battle between rival bands of Pueblo Indians and Mexicans on the banks of the Rio Grande here today six motion-picture actors were injured and a score or more of Indians and others were hurt. What was intended as a mimic battle with nearly 2000 persons engaged, turned into a free-for-all fight in which bayonets and rocks were used. The fight was a hand-to-hand affray and a dozen of the contestants were hurled into the Rio Grande, some of them narrowly escaping drowning.

The injured whites are all from Los Angeles and are engaged in making an airplane picture entitled "The Broken Wing," for the B. P. Schulberg organizaton.

The injured are: Kenneth Harlan, motion-picture star and hero of the story, cut and bruised.

Tom Forman, director, hit by rocks thrown by Mexicans.

Walter Long, actor playing "heavy" parts, hand cut and badly bruised.

Edward Brady, actor, scalp wounds and bruises.

"Bud" Marshall, actor, prodded by bayonet, cut in the side and numerous small cuts from rocks.

Harry Perry, cameraman.

Jack Byron, actor, cut and bruised.

MISS COOPER ESCAPES

Miriam Cooper, feminine star with the company, and Zita Grogan secretary for Mr. Forman, escaped without being injured. Tonight, however, both are suffering a nervous shock from fright and exhaustion. They ran up the river banks stumbling over sharp rocks and were not found for several hours. Their clothing was torn and disheveled and their shoes were split and cut.

Forman had been warned that he had better watch for trouble as Albuquerque has been seething the past month with political and religious strife between two factions of Mexicans. The Pueblo Indians also are a state of excitement over attempts made to stop their week of dancing and tribal ceremonies with which they have ushered in the spring planting season for centuries.

Another thing which may have had something to do with the trouble was the drumming out of camp of half a dozen Mexicans who were roughly handled by members of the motion-picture company when they made insulting remarks in the presence of Miss Cooper and Miss Grogan.

REAL FIGHT BEGINS

One body of Mexicans, representing a squad of Mexican revolutionists, were ordered to withstand an attack by a detchment of Mexican "Regulars." The director was jubilant at the snap the "supers" were putting into the fight until he saw a dozen soldiers on each side clashing with too much realism.

Forman dashed into the affray and tried to stop the melee with shouts and use of his fists. A large Mexican whom Forman had clipped with his fist, hurled a heavy rock which struck him between the shoulder blades and Forman fell.

The regular actors got busy when aroused by "come on boys" yelled by Harlan. The entire outfit was fighting by this time.

BATTLE FOR HOUR

With Long, Marshall and Brady at his heels, Harlan fought his way to Forman's side. The director's nose was bleeding and he was so badly dazed he could not get to his feet. He was carried to a place of safety. The little bunch of actors formed a circle around him but they were in the thickest of the fight, directly between the two struggling masses and had little chance. It was a bruised and battered party that finally emerged on the banks of the river. They washed each other's cuts and poured water on Forman until his brain cleared and he was able to stand. The battle raged for nearly half an hour before it simmered

To Film Book Banned by Paris as Revolting

[BY CABLE—EXCLUSIVE DISPATCH.]

PARIS, March 24. — "La Garconne," Victor Margueritte's novel which caused the removal of the author from the ranks of the Legion of Honor, is going to be filmed. A French motion-picture producer has obtained rights to the book by outbidding American, English and German films.

It is announced that the film version is going to be "entirely moral." From what can be learned of the details of the intended production it appears the theme of the screen version it to be "She is more to be pitied than censured."

That twist is taken to stop the feminists of France, who raised an uproar when the novel appeared because they considered the story libeled French womanhood by presenting a revolting picture of alleged postwar conditions.

Latvia Closes Legation Until Debt Is Paid

[BY CABLE—EXCLUSIVE DISPATCH.]

RIGA, March 24.—Foreign Minister Meierowitz of Latvia yesterday announced that Latvia intends to close its Legation at Washington, beginning in the month of May, giving diplomatic powers to the Latvian Consul-General at New York. The Minister says Latvia does not feel that she can support an extensive diplomatic service before it begins to pay its debts, but the government hopes to reopen the Legation at Washington as soon as the country starts repaying the $5,000,000 loan granted by the United States when the Letts fought the Bolsheviki.

LOST MOTHER FOUND; HELD INCOMPETENT

SON DISCOVERS PARENT IN ASLYUM AFTER THIRTY-TWO YEARS

[EXCLUSIVE DISPATCH.]

NEW YORK, March 24.—Committed to Bellevue Hospital as incompetent thirty-two years ago, and among the missing until she was found last November by counsel for her son, William Parker of 469 Seventh-second street, Brooklyn, Mrs. Mary Parker, 70 years of age, was declared incompetent to manage her person and affairs by a jury before Supreme Court Justice Dike in Brooklyn.

Mrs. Parker has a life interest in property valued at $17,000, which came to her at the death, some months ago, of a son, Frank Parker. This will now be administered by a committee to be appointed. After Frank's death his brother, William, discovered his mother had disappeared since her original committment.

His attorney, Otho Bowling, discovered that after her commitment to Bellevue she had been transferred to Hart's Island, where she remained until 1906. She was traced from there to the Willard State Hospital for the Insane, where she was still a patient. William was a child of only 4 years when his mother was first committed.

DIPLOMATS OF CHINA RESIGN

EUROPEAN LEGATION HEADS FOLLOW EXAMPLE OF MINISTER

[BY CABLE—EXCLUSIVE DISPATCH.]

PEKING, March 24. — Huang Fu, the Foreign Minister, has submitted his resignation, which has been closely followed by the resignations of all the heads of Chinese legations in Europe. They have been obliged to go without payment of their salaries for ten months. The government is virtually bankrupt, but is urging [illegible]

SHIPPI and Los Ang

SHIPPING

LOS ANGELES HARBOR

ARRIVED—SATURDAY, MARCH 24

Steamer Harvard, Capt. Hamma, San Francisco.
Steamer Horace X. Baxter, Capt. Johansson, Puget Sound.
Steamer Durango, Capt. Sullivan, Mobile.
Steamer Sudbury, Capt. Brodhead, San Francisco.
Steamer Steel Engineer, Capt. Shanahan, Baltimore, via San Diego.
Steamer Pennsylvania, Capt. Iverson, Philadelphia.
Steamer Thomas Crowley, Capt. Michelsen, Tacoma.
Motorship Beobyalla, Capt. Wie, Portland.
Steamer S. B. Hunt, Capt. Snow, Cristobal.
Steamer Oregon, Capt. Sundman, Gray's Harbor.

DUE TO ARRIVE

Steamer E. R. Kingsbury, from San Francisco.

DEPARTURES

Steamer Harvard, Capt. Hamma, San Diego.
Steamer City of Los Angeles, Capt. Poulsen, Honolulu.
Steamer R. J. Hanna, Capt. Jones, San Francisco.
Motorship Lassen, Capt. Tho. Gray's Harbor.
Steamer Egeria, Capt. Watts, Portland.
Steamer Los Angeles, Capt. Carlson, Martinez.
Steamer Crescent City, Capt. Butzing, Coos Bay.
Steamer La Purisima, Capt. Fischer, San Diego.
Steamer Agwilake, Capt. Wilmott, Boston.
Steamer Yellowstone, Capt. Christensen, Coos Bay.
Steamer Wm. F. Herrin, Capt. Swanson, Aven.
Steamer David McKelvy, Capt. Lagoutte, New York.
Steamer G. C. Lindauer, Capt. Kandela, Albion.
Steamer John D. Rockefeller, Capt. Stocker, New York.
Steamer El Cloute, Capt. Erickson, Buckley Bay, B. C.
Steamer El Cedro, Capt. Brust, Buckley Bay, B. C.
Steamer Skagway, Capt. Flynn, Puget Sound.
Steamer Montebello, Capt. Plath, Martinez.
Steamer Sudbury, Capt. Brodhead, Charleston.
Motorship Kennecott, Capt. Johnson, San Francisco.
Motorship H. T. Harper, Capt. Sullivan, North Pacific ports.
Steamer Tiverton, Capt. Johansen, Eureka.
Steamer George L. Olson, Capt. Hansen, Gray's Harbor.

PASSENGER SCHEDULE

TO ARRIVE

March 25—Harvard, San Diego, 2 p.m.
March 25—Yale, San Francisco, 10 a.m.
March 25—Ruth Alexander, San Diego, 6 a.m.
March 25—Celtic, Gray's Harbor, 6 a.m.
March 26—Admiral Farragut, Portland, 6 a.m.
March 27—Guerrero, San Francisco, 6 a.m.
March 28—Hartford, San Francisco, 10 a.m.
March 28—Humboldt, San Francisco, 6 a.m.
March 28—Admiral Schley, Puget Sound, 6 a.m.
March 29—Yale, San Francisco, 10 a.m.
March 29—Dor. Alexander, Puget Sound, 9 a.m.
March 27—Coahuila, San Francisco, 6 a.m.

TO DEPART

March 25—Harvard, San Francisco, 4 p.m.
March 26—Admiral Farragut, San Diego, 8 p.m.
March 27—Yale, San Francisco, 4 p.m.
March 28—Harvard, San Francisco, 4 p.m.
March 28—Admiral Farragut, Portland, 10 a.m.
March 28—Admiral Schley, Puget Sound, 10 p.m.
March 28—Humboldt, San Francisco, 8 p.m.
March 29—Yale, San Diego, 2 p.m.
March 29—Dorothy Alexander, San Diego, 10 p.m.
March 29—Coahuila, Salina Cruz, 5 p.m.
March 29—Guerrero, Salina Cruz, 5 p.m.

CATALINA SERVICE

Steamer Avalon leaves Water-street shed, Wilmington (foot of Canal avenue,) 10 a.m. daily, arriving Avalon at 12:35 p.m. Returns leaving Avalon at 3:45 p.m., arriving Wilmington at 6:05 p.m.

SCHEDULED ARRIVALS

(Cargo Carriers Only.)

SUNDAY, MARCH 25

Steamer Horen, from New York.
Steamer Santiam, from Eureka.
Steamer Katherine, from Eureka.
Steamer Mahukona, from Portland.
Steamer Columbia, from Tacoma.
Steamer Wilmington, from Eureka.
Steamer Phyllis, from Tacoma.
Steamer Agwibay, from Baltimore.
Nor. ms. Borgland, from Christiansand, via San Diego.
Steamer Albert Jeffress, from Mobile.
Steamer Edna Christenson, from Gray's Harbor.
Steamer Trinidad, from Astoria.
Steamer Covena, from Puget Sound.
Steamer El Abeto, from Buckley Bay, B. C.

SCHEDULED DEPARTURES

(Cargo Carriers Only.)

SUNDAY, MARCH 25

Steamer F. Q. Barstow, for New York.
Steamer Calgarolite, for Iquique.
Steamer Fred Baxter, for Puget Sound.
Steamer Durango, for Fall River.
Steamer Pennsylvania Sun, for Boston.
Steamer Canibas, for San Francisco.

IN PORT

Barkentine Makaweli, at anchor.
Steamer Vigilant, E. K. Wood Lumber Co.
Steamer La Habra, Bethlehem shipyard.
Steamer F. Q. Barstow, Bethlehem shipyard.
Steamer Walter Jennings, Standard Oil Co.
Steamer Montgomery City, Isthmian Line.
Steamer Skagway, Outer Harbor dock.
Steamer San Joaquin, Union Oil Co.
Steamer Walter Jennings, Standard Oil Co.
Steamer Catherine G. Sudden, inner harbor.
Str. tank str. Calgarolite, Standard Oil Co.
Steamer Egeria, Sou Pac. slip.
Schooner Rose Mahony, Consolidated Lumber Co.
Steamer J. A. Moffett, Jr, Standard Oil Co.
Steamer Cascade, E. K. Wood Lumber Co.
Steamer Tiverton, Blinn Lumber Co.
Steamer Yellowstone, Sou. Pac. slip.
Motorship Kennecott, Pier A.
Motorship Lassen, E. K. Wood Lumber Co.
Steamer David McKelvy, Standard Oil Co.
Steamer Santa Barbara, Sou. Pac. slip.
Steamer Daisy Gray, McCormick dock.
Steamer Fred Baxter, Sou. Pac. slip.
Steamer Santa Malta, Pacific Mail dock.
Motorship Frank Lynch, Sou. Pac. slip.
Steamer Tustem, at anchor.
Steamer Fort Bragg, Outer Harbor dock.
Steamer Wm. F. Herrin, Associated Oil Co.
Steamer Los Angeles Union Oil Co.
Steamer Daisy Putnam, inner harbor.
Steamer Anne Hanify, inner harbor.
Steamer Barbara C., Blinn Lumber Co.
Steamer Agwilake, Gen. Petrol. Co.
Steamer Montpelier, Un. Am. Line.

COASTWISE CARGO CARRIERS

Schooner Alvena, Gray's Harbor, March 15.
Bktn. Georgina, Gray's Harbor, March 17.
Steamer Davenport, Portland.
Steamer J. A. Moffett, Puget Sound, March 19.
Steamer Trinidad, Astoria, March 20.
Steamer Covena, Puget Sound, March 20.
Steamer Siskiyou, Bellingham, March 20.
Motorship Charlie Watson, Puget Sound, March 20.
Steamer Columbia, Tacoma, March 20.
Steamer Oregon, Gray's Harbor, March 19.
Steamer Edna Christenson, Gray's Harbor, March

Steamer Walter A. Luckenbach, New York, Cristobal, March 14.
Steamer Kentucklan, Philadelphia, via Cristo March 14.
Steamer Eurana, New York, March 12.
Steamer Agwisea, New York, March 12.
Steamer Agwistone, New York, March 14.
Steamer Trontolite, New York, via Bal March 12.
Steamer Durango, Mobile, via Balboa, March
Steamer Albert Jeffress, Mobile, via Bal March 12.
Steamer Carolinian, New York, via Bal March 12.
Danish motorship Siam, Antwerp, via Bal March 13.
Steamer S. B. Hunt, Cristobal, March 13.
Steamer Maunganui, Sydney, Aus., March 13
Steamer Commercial Pathfinder, New York, Cristobal, March 15.
Steamer San Leon, Buenos Aires, March 15.
Steamer Edward L. Doheny, Jr., Boston, Ma 11.
Steamer Tiger, Baltimore, March 15.
Steamer George Allen, Norfolk, March 15.
Steamer Bradford, Baltimore, via Cristo March 14.
Steamer Horace Luckenbach, New York, March
Steamer Ginyo Maru, Hongkong, via K March 15.
Steamer Bantu, New York, March 17.
Steamer Agwimax, Boston, March 11.
Steamer Agwibay, Baltimore, via Balboa, Ma 13.
Nor. str. Remus, Valparaiso; arrived at Cor March 13.
Steamer Commercial Trader, Philadelphia, Ma 18.
Br. str. Collegian, Port Sudan, Feb. 25.
Steamer Colombia, New York, via Balboa, Ma 18.
Steamer Byron D. Benson, New York, via boa, March 18.
Steamer J. C. Donnell, Philadelphia, via boa, March 18.
Steamer Dewey, Singapore, via Hongkong, Ma 9.
Steamer Japan Arrow, New York, via Bal March 18.
Steamer Samuel G. Brown, New York, via boa, March 18.
Steamer Santa Veronica, New York, via Bal March 18.
Steamer Brush, Boston, via Balboa, March
Steamer Steel Scientist, New York, via Bal March 18.
Steamer F. J. Luckenbach, New Orleans, Ma 21.
Steamer Ipswich, New Orleans, March 21.
Steamer Georgian, Philadelphia, March 21.
Norwegian steamer Foldenfjord, Cristobal, Ma 20.
Steamer Chattanooga City, Baltimore, via boa, March 21.
Steamer Floridian, Philadelphia, via Bal March 19.
British steamer Mina Bres, Balboa, March 20.
Steamer Agwimex, Boston, via Cristobal, March
Steamer China Arrow, Boston, via Cristo March 21.
Steamer Geo. Allen, New York, via Cristo March 21.

Tides are given in the order of their occurre
On some days but three tides occur, the fo
tide occurring the following morning. Hei
are reckoned from mean low water.

	Low.	High.	Low.	H
March 25	2:03	10:11	5:16	
	4.6	1.1	3.3	
March 26	3:4	11:21	6:09	10
	4.6	0.7	3.7	

ARRIVALS AND CLEARANCES AT WORLD'S PORTS

[BY A. P. NIGHT WIRE.]

SAN FRANCISCO, March 24.—Arrived: H California (Nor.) Astoria, 8:30 a.m.; San Ju Cristobal, 10:35 a.m.; Gargoyle, Philadelp 10:30 a.m.; Rose City, Portland, 9:30 a.m.; miral Goodrich, Portland, 11:40 a.m.

Sailed: Admiral Dewey, Seattle, 12:30 a. Lobec, Seattle, 8:30 a.m.

ABERDEEN (Wash.) March 24.—Arriv Steamer Tahoe, Los Angeles; Hartwood, San Fr cisco.

Sailed: Steamers Tamalpais, Gray's Har San Francisco.

SEATTLE, March 24.—Arrived: Northern S San Francisco, midnight; Santa Olivia, San Fr cisco, midnight; Steel Ranger, San Francisco, p.m.; Yoshida Maru, Tacoma, 7 p.m.; Cord Southeastern Alaska, 12:10 a.m.; Dorothy Ale der, Tacoma, 8:55 a.m.; Mundale, Portland a.m.; Africa Maru, Yokohama, yesterday; Ro Luckenbach, Portland, yesterday.

Departed: Dorothy Alexander, San Franci midnight; schooner J. D. Peters, Dundas, Ala 5 p.m.; Cordova, Tacoma, 1:25 p.m.; H. S. Gr Bellingham, 1:20 p.m.; Culburra, Tacoma, 1 p.m.; Meriden, Tacoma, 11:45 a.m.; Jeffer Southwestern Alaska, 3 a.m.; Africa Maru, coma, 4 a.m.; Sudurco, Tacoma, 3 a.m.; othy Alexander, Tacoma, 12:10 a.m.

KETCHIKAN, March 24.—Departed: Adm Rogers, northbound, yesterda

EVERETT, March 24.—Arrived: J. C. K patrick, Tacoma, 4 a.m.; Thomas P. Beal, coma, yesterday; Cold Harbor, Seattle, yester

Departed: Hokkai Maru, Kobe, yester William Perkins, Portland, yesterday.

BELLINGHAM, March 24.—Arrived: Ca fine D., Nanaimo, yesterday; Pennsylvanian, coma, yesterday; schooner Peerless, Eagle bor, yesterday.

SAN DIEGO, March 24.—Arrived: Ste Viking, Everett, 6 a.m.; steamer Harvard, Francisco and Los Angeles, 8 p.m.; Norwe motorship Borgland, Christiansand, Helsing Balboa, Cristobal, 1:10 p.m.; Danish moto Siam, Copenhagen, Antwerp, Cristobal, Ba 11 p.m.

Sailed: Steamer Ernest H. Myers, Port 7:30 p.m.; steamer Viking, Everett, 6 steamer Ruth Alexander, Seattle and way p 9 p.m.; motorship Borgland, Los Angeles, 7

TACOMA, March 24.—Arrived: Dorothy A ander, San Francisco, 1 a.m.; Africa M Yokohama, 7:30 a.m.; Sudurco, New York, a.m.; Meriden, San Francisco, 3 p.m.; moto Culburra, San Francisco, 4 p.m.; Cordova, A ports, 4 p.m.

Sailed: Dorothy Alexander, San Francisco Seattle, 7 a.m.; Yoshida Maru No. 3, Nan 6 p.m.; Northwestern, Alaska ports via Sea 7 p.m.

ARRIVED

NEW YORK, March 24.—Stavangerfjord, gen; Paris, Havre; Winnebago, Krest; Constantinople; Svidfold, Nuevitas; Halsey, Angeles; Bornholm, Liverpool, N. S.

LONDON, March 24.—President Garfield, York.

SOUTHAMPTON, March 24.—Oc York.

STOCKHOLM, March 24.—K cisco.

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